TECHNOLOGY DEPT

BUSINESS & FINANCE

ELECTRICAL WHOLESALING

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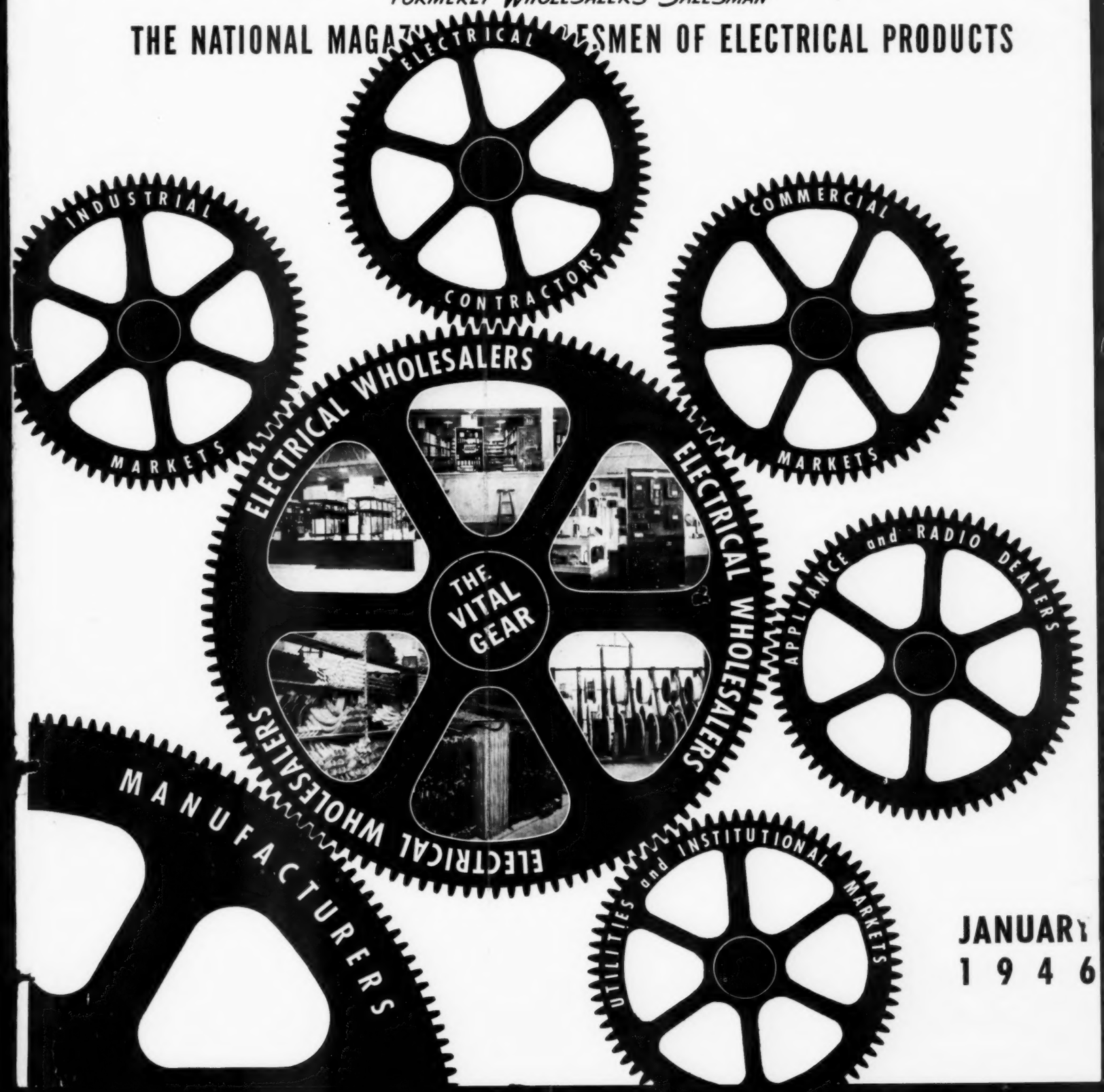
FORMERLY WHOLESALER'S SALESMAN

THE NATIONAL MAGAZINE OF SALESMEN OF ELECTRICAL PRODUCTS



JANUARY
1946

R v. 27 Jan-June 1946

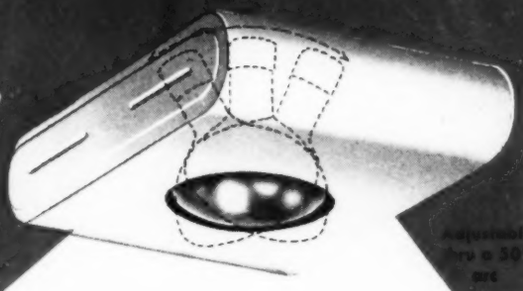
NOW THE *Leader* OFFICER

with

"DIRECLITE"

The most Outstanding Commercial Fixture

Plus . . . . MERCHANDISE *"Spot"* LIGHTING



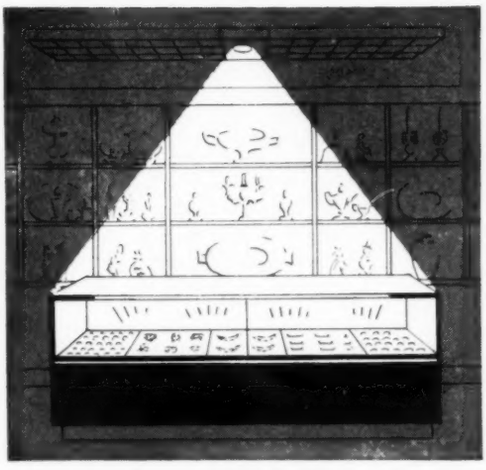
Leader Engineers now present the Direclite for spot lighting of merchandise. Direclite is easily attached at the end of a single unit or the center of a continuous run installation where any Leader Officer is used.

Thousands of installations have already proved the superiority of the Leader Officer Unit. Here is a fixture combining utility and high light output with beauty of design.

Now the Officer Unit is available for additional merchandising uses, thus giving it extra merit to the high position it already enjoys.

Representatives in all principal cities.

Distributed only through the Better Electrical Wholesalers



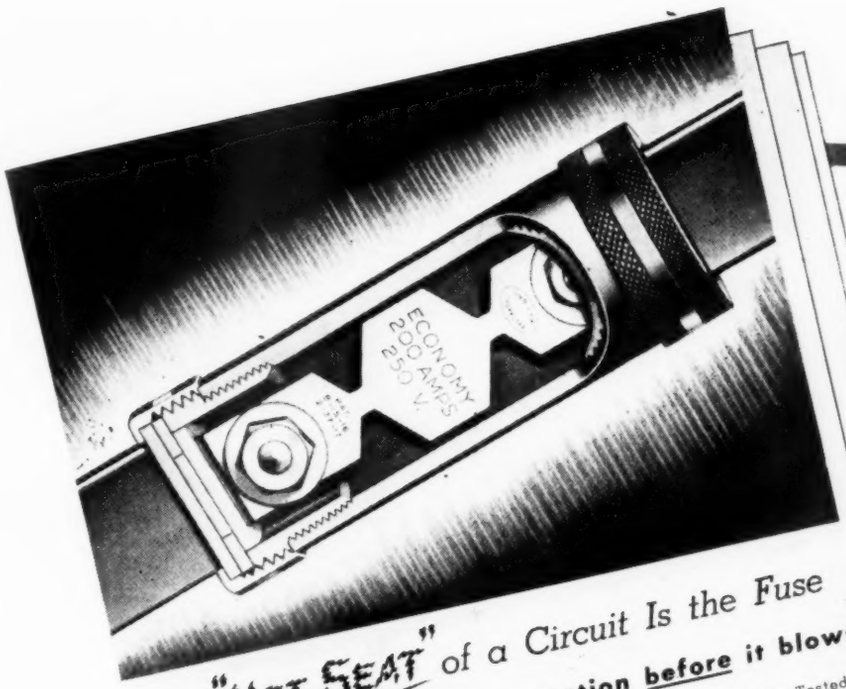
THERE IS A LEADER REPRESENTATIVE IN YOUR AREA

Leader ELECTRIC MANUFACTURING CORP.

6127 NORTH BROADWAY • CHICAGO 40, ILLINOIS

WEST COAST FACTORY • 2040 LIVINGSTON STREET, OAKLAND 6, CALIF.

CHNOLOGY DEPT!



The "HOT SEAT" of a Circuit Is the Fuse

It must give FULL LIMIT protection before it blows!

The fuse is the "hot seat" of a circuit, responsible for stopping the current "cold," when electrical equipment is menaced by shorts or overloads

ECONOMY Fuses, with "Drop Out" Renewal Links, give *full limit* protection before they blow—eliminating costly, needless current interruptions.

Pioneer in fuse invention and development, ECONOMY has constantly improved the quality, performance and the dependability of Time-Tested ECONOMY Fuses and "Drop Out" Renewal Links.

Protection with ECONOMY

Cartridge Type
0-600 Amperes—250 Volts
0-600 Amperes—600 Volts

Plug Type
0-30 Amperes—125 Volts

Protection WITH ECONOMY

Time-Tested • Reliable • Safe

SOLD THROUGH JOBBERS EXCLUSIVELY SINCE 1911. First to be offered by the most ...

ECONOMY Fuse and Mfg Co.

2717 N. Greenview Ave. Chicago, Illinois

ECONOMY Leadership is maintained by a constantly growing demand

• Above is a reduction of one of the Full Page Advertisements which is reaching over 200,000 men who specify or buy fuses.

• There's no *"hot seat"* for jobbers who stock Economy fuses, because they're catering to an established demand—a demand being pushed steadily higher by nation-wide advertisements like the one above, bringing Economy to the attention of more than 200,000 men who buy and specify fuses. For over 34 years leading wholesalers have found Economy's jobber policy eminently satisfactory. You, too, can forge ahead with Economy!

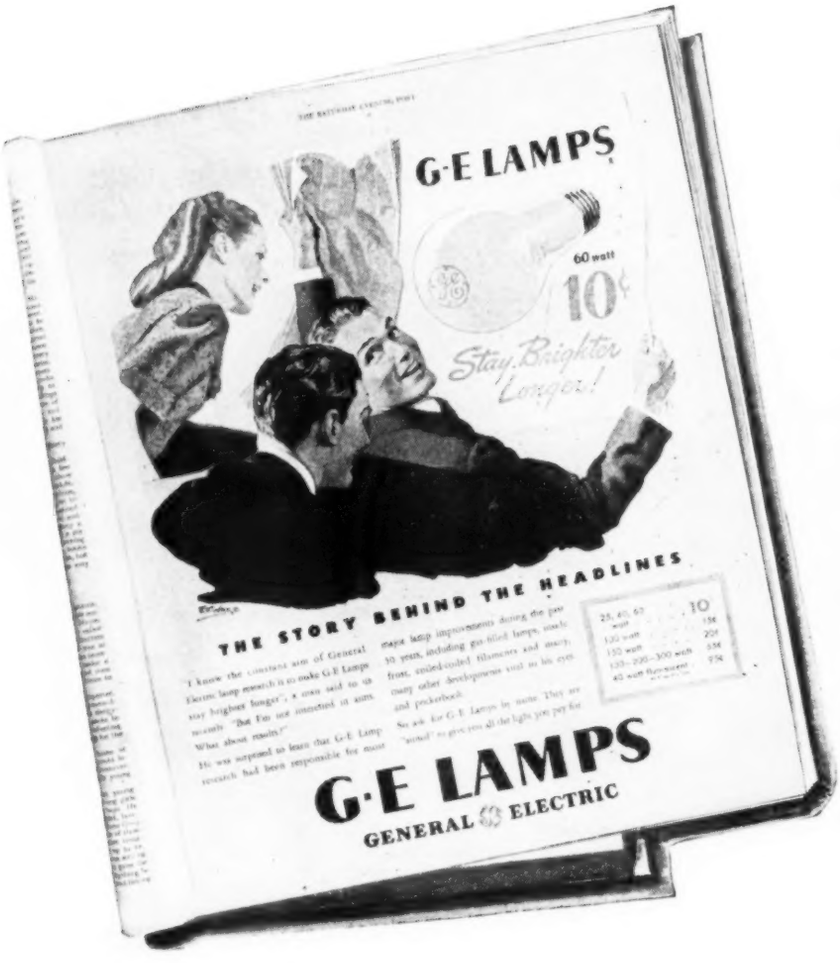
Representatives in all principal cities

ECONOMY Fuse and Mfg Co.

2717 N. Greenview Ave. Chicago, Illinois

Two Big

why your dealers find it



1

FULL-COLOR, FULL-PAGE ADS LIKE THIS

General Electric Lamp advertising this year will be working harder for you and your dealers than ever before—full page ads, with emphasis on color, in the leading national magazines . . . coast-to-coast radio coverage on the G-E Hour of Charm, the only national program devoted entirely to lighting and lamps. It's constant advertising like this, backing up General Electric's reputation for quality, that presells your dealers' customers on G-E Lamps.

G-E LAMPS

GENERAL ELECTRIC

Reasons

easier to sell G-E Lamps!

2

. . . TIED-IN WITH DISPLAYS LIKE THIS

So strong and widespread is the public acceptance for General Electric Lamps that about all your dealers have to do to sell them is to display them. And to help your dealers cash-in on G-E advertising, point-of-sale aids like the new 1946 G-E display at the right, tie-in directly with G-E advertising. Urge your dealers to display G-E Lamps. This is the peak lighting season, and every wired home needs lamps—so do it now!

the Lamps that Bring 'em In . . . and Bring 'em Back!

IT'S THE *Plus* THAT SELLS THE JOB!

HERE'S HOW SQUARE D MULTI-BREAKERS HELP SELL WIRING JOBS

● When your electrical contractors estimate a wiring job, urge them to include Multi-breaker protection—for the Multi-breaker delivers that vital PLUS—extra convenience. It reduces time-loss for commercial users, eliminates fuss and bother in homes.

When contractors make Square D Multi-breakers their PLUS value, they have an edge over those who don't.

Quote Both Ways. A sound way to sell more and better wiring jobs is to quote both ways—with Multi-breakers and with fusible equipment. In the vast majority of cases, the choice is Multi-breakers, for this extra convenience costs little or no more.

There's a Square D Multi-breaker for jobs of every type and size. If you don't have the complete story, write for BULLETIN No. 4000.

HOW THE MULTI-BREAKER WORKS

●The Multi-breaker eliminates fuses entirely. When a short circuit or dangerous overload occurs, the circuit is broken automatically. A simple movement of the lever restores current after the cause of the overload has been removed. No delays—nothing to replace.

ADEQUATE WIRING SERVES AND SAVES — THE KEY TO THE HOME OF TOMORROW

SQUARE D COMPANY

DETROIT • MILWAUKEE • LOS ANGELES

ELECTRICAL WHOLESALING

FORMERLY WHOLESALER'S SALESMAN

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CHANGE OF ADDRESS

Director of Circulation, Electrical Wholesaling
330 West 42nd Street, New York 18, N. Y.

Please change the address of my Electrical Wholesaling subscription.

Name .....

Old Address .....

New Address .....

New Company Connection .....

New Title or Position .....

Guth ALZAK Aluminum Lighting

T. M. REG. ALCOA

ALZAK (2-40w) FLUOFLECTORS arranged in continuous rows on 9'6" spacings, with 10'0" mounting, produce 32 to 35 Foot-Candles. Guth (2-20w) LOCAL FLUOFLECTORS over certain benches provide 110-125 Foot-Candles. Engineered by Mr. L. D. Lyon, Consumers Power Co., and sold by Electric Wholesale Supply Co., both of Jackson, Michigan.

ALZAK HIGHBAYS in large Pennsylvania warehouse. Spacings are 20'0" by 20'0", with 27'3" mounting-height. Alternate units utilize 400w Mercury-Vapor, and 750w Incandescent to produce 20 Foot-Candles of uniform illumination. Engineered by owner's Electrical Department; sold by Kingsport Electric Co., Kingsport, Tenn.

SUPER-PUNCH "Light-Kick" REFLECTORS

FOR FLUORESCENT AND INCANDESCENT LAMPS

For Light-Control, Efficiency, Punch and Permanence, Guth ALZAK Aluminum reflectors are top-quality. They are processed ALZAK in the Guth Co's. own plant, under quality-controlled supervision.

Engineered reflector contour is omnipotent (where ALZAK reflectors are concerned). Then the Guth ALZAK process electrolytically brightens the formed Aluminum metal for high efficiency; finally, it permanently seals in this efficiency with an aluminum-oxide coating that is *second in hardness only to the diamond!*

Yes, a Guth ALZAK Reflector is a *good, efficient, tough Reflector!*

YORK ALZAK INDIRECTS using 750w, T-24, Bipost lamps on 9'0" by 10'0" spacings, 11'7" ceiling-height, 8'7" mounting-height, provide 50 Foot-Candles of uniform lighting. Complete absence of glare despite horizontal positioning of drafting table tops. Sold by Wipperman-Mitchell Co., Buffalo, N. Y. See I.E.S. Data Sheet 13-19 for further details.

ALZAK FLUOFLECTOR

T. M. REG.

ALZAK reflectors "control" and "direct" the Fluorescent light rays to the *useful* working-plane. FLUOFLECTORS are available in Open-End and Closed-End types. For individual or continuous-row layouts. Sizes are: 2-40, 3-40 and 2-100 watt. Eggcrate Louvres available for added lamp-shielding, where desired.

ALZAK (2-40w) FLUOFLECTORS with Eggcrate Louvres, are arranged in "45° Angle-Spacing" on 6'0" centers, with 9'6" mounting. There are 74 Foot-Candles on the drafting tables (not 1 Foot-Candle variation); the "45° Angle-Spacing" provides "close to shadowless lighting", a remarkable achievement with Direct-, Shielded form of lighting. Sold by Eoff Electric Co., Portland, Oregon.

GUTH SURGERY-LITE

T. M REG.

Spectacular photo above, shows intense light-beam (directed via Guth ALZAK control) piercing a dark haze. Only a small 100-watt Incandescent lamp bulb (1340 Lumens) is used, yet more than 2000 Foot-Candles are developed on the operating table (48" beneath the fixture), with over 1000 Foot-Candles (average) over a 6" circle.

GUTH HIGH-BAYS

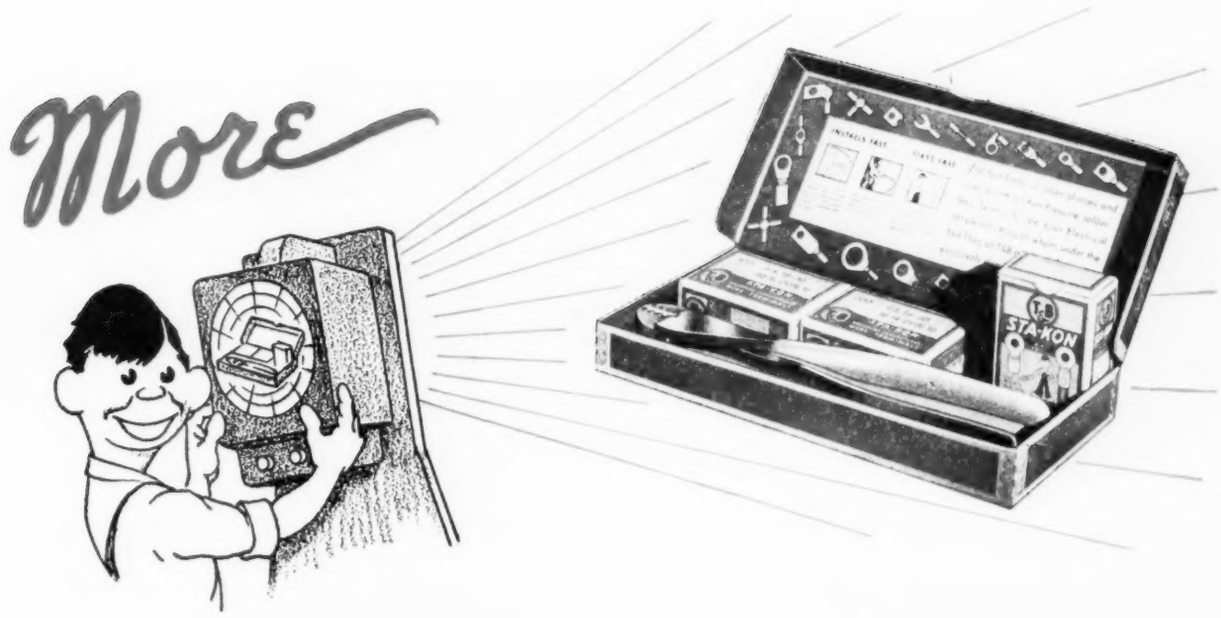
ALZAK light-control is the most efficient, least expensive method for effective lighting of high-bay areas (25'0" or higher). Guth lists 3 types (30°, 60°, and 90° beams), and each type in 2 sizes (300-500w and 400w (Mercury) or 750-1500w).

YORK INDIRECTS

Super efficient, nicest looking incandescent-indirect we ever produced. "Light-spill" softly illuminates YORK'S exterior, which blends the luminaire in with the lighted ceiling. Made in 3 sizes, for 200 to 1500 watt lamps.

Leaders in Lighting Since 1902

THE EDWIN F. GUTH COMPANY • 2615 Washington Ave. • St. Louis 3, Missouri



THAN MEETS THE EYE

Just focus on this T&B Sta-Kon* Assortment Kit for a moment. Look sharp! See the nice picture it suggests of repeat orders for Sta-Kon Solderless Terminals — repeat orders you can readily fill out of stock.

Every time you sell one of these handy Sta-Kon Kits you sell your customer the Sta-Kon Way of Wiring. And once he gets this habit, he will surely do his reordering of these easy to install Sta-Kon Terminals from you.

That's why we say there's more in this Sta-Kon utility Kit than only a complete package of three size Sta-Kon Terminals for wire sizes #22 through #10 and the one simple T&B Installing Tool.

As for your market: It's just about every smoke stack in your territory where small wires are installed, maintained or repaired. Call on them, make a demonstration and see if this isn't so.

You know the Sta-Kon Terminal story. Pass along these sales points: Sta-Kon Terminals eliminate the hazards of soldering. They install fast and stay fast, when properly installed with the simple T&B Pressure Hand Tool, making joints as strong as the wire itself. Insure uniformity of results. Scores of shapes and sizes. Approved by Underwriters Laboratories. Correctly designed for high conductivity. Resist vibration and corrosion. See your T&B Bulletin No. 500 for further talking points and engineering data.**

These T&B Sta-Kon Kits are yours and all yours to distribute. Under the T&B Plan we have never once by-passed our Distributors.

*Trademark Reg. U. S. Pat. Off.
**Patented

THE THOMAS & BETTS CO.
INCORPORATED
manufacturers of electrical fittings since 1898
ELIZABETH, N. NEW JERSEY
In Canada: Thomas & Betts Ltd. Montreal

RESOLVED!

CONDUIT'S
ANNUAL STATEMENT
OF JOBBER POLICY
1-Whereas, Conduit Pipe Products Co. from its inception has always maintained a strict policy of selling exclusively through the jobber, and,
2-Whereas, Conduit Pipe Products Co. through the entire war period sold none of its products direct to Government agencies, but made all sales exclusively through the wholesaler, now,
3-Therefore, be it resolved that throughout 1946 the above policy shall be maintained and continued without deviation.
Conduit

REPRESENTATIVES IN PRINCIPAL CITIES

PIPE PRODUCTS CO.

COLUMBUS, OHIO

PIPE COUPLINGS · PIPE NIPPLES · ELBOWS, 90° AND 45°
RUNNING THREAD PIPE · GOOSENECKS · WALLPLATES

Approved by Underwriters' Laboratories for use wherever NON-METALLIC SHEATHED CABLE is permitted.

the NEW HAZARDEX-T cable

made with HAZAKROME THERMOPLASTIC INSULATION

The new Hazardex-T cable is insulated with Hazakrome Type T thermoplastic compound. As it is impervious to moisture and other deteriorating influences, it does not require braids on the individual conductors. Hazardex-T cables have these advantages:

SMALL SIZE — A 2/64" wall of Hazakrome instead of 3/64" wall of rubber insulation. The absence of braids further decreases the diameter of Hazardex-T cable.

LIGHT WEIGHT — The smaller dimensions mean a lighter weight cable.

GREATER CARRYING CAPACITY — Hazardex-T cable has a rated limit of 60°C. copper temperature, while Hazardex with Type R insulation has a rating of 50°C.

Hazardex-T is designed for inside lighting and appliance circuits. It is flexible, smooth, clean and dry. It is also easy to strip, splice, and install with standard wiring devices, making handling costs low.

Further information and samples gladly supplied on request. Hazard Insulated Wire Works, Division of The Okonite Company, Wilkes-Barre, Pa.

HAZARD

insulated wires and cables for every electrical use

4378

FRINK

presents the new

L-I-N-O-L-I-T-E
TRADE MARK

4000

The *Ultimate* in FLUORESCENT FIXTURES

MAXIMUM EFFICIENCY . . . Engineered for better and more comfortable vision. The quality of light emitted is *soft* with non-glaring daylight characteristics. Provides ideal illumination at the working plane, as well as sufficient upward light to reduce brightness contrast. Finished in white enamel baked at 350° for maximum durability and light output.

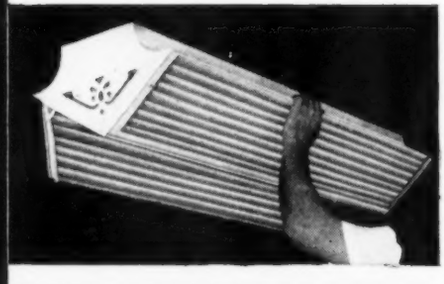
FEATURES:

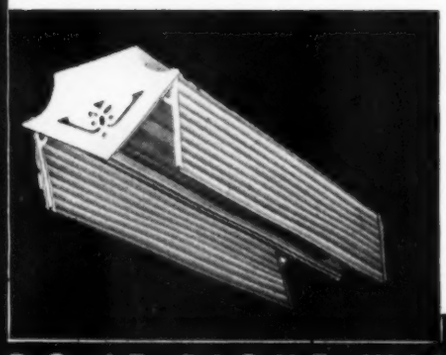
FULL LENGTH DUST VENT . . . Prevents dirt and insects from collecting within fixture at apex.

SLIDE-HINGED DIFFUSERS (patent pending) . . . Diffuser panels are mounted by ingenious invisible hinges which permit panels to be opened to the cleaning position by easy upward motion of one hand.

NEW DEMOUNTABLE CONSTRUCTION . . . Diffuser panels may readily be detached from chassis to facilitate maintenance. No screws, bolts or straps.

INDIVIDUAL PACKING . . . Each LINOLITE 4000 fixture comes packed in custom designed protective container.





Ever since 1857, Frink has specialized in lighting *engineered for vision.* Today many of America's finest banks, stores, offices, libraries and utilities benefit from up-to-the-minute fluorescent lighting equipment custom designed by Frink. Our staff of expert engineers and designers is now at your disposal for prompt advice on fluorescent lighting problems.

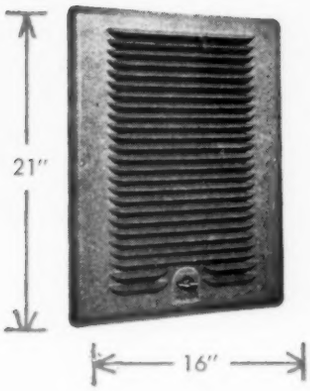
FRINK *LIGHTING SINCE 1857*

THE FRINK CORPORATION, Bridge Plaza North, Long Island City 1, New York
Subsidiaries: STERLING BRONZE COMPANY, Inc. • BARKON-FRINK TUBE LIGHTING CORP.

DO IT RIGHT WITH L-I-N-O-L-I-T-E

FOR THE "HOME OF TOMORROW" THEY'RE BUILDING TODAY · · · ·

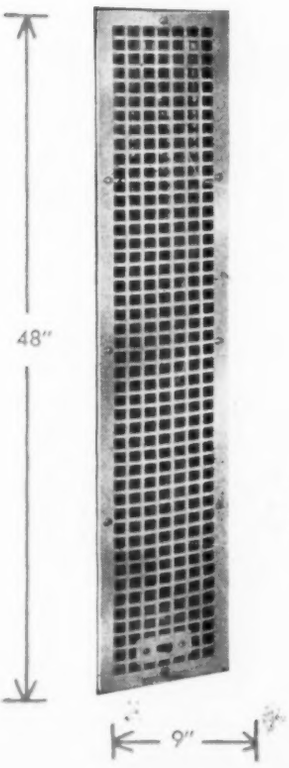
Specify These Two Proved Thermador Built-In Electric Heaters



THE BUILT-IN FAN TYPE ELECTRIC ROOM HEATER*

Fills the room with a flood of air, less than 2 degrees difference between ceiling and floor temperature. Finished in Moroccan Brown or with primer which can be painted to match interior trim. Only 16" by 21", it can be installed between studs, and needs only 4" in depth. In summer, with the heating element off, and the fan on, this versatile heater floods the room with welcome circulating air. Manually or thermostatically controlled.

2, 3, and 4 thousand Watts, 230 Volts



THE "HEAD-TO-HEELS" ELECTRIC BATHROOM HEATER*

Sleek, slender and simple, this modern, fumeless, flameless bathroom heater can be fitted into any bathroom. It is 48" in height and only 9" wide, and needs but 4¼" of depth. Since it is electric, it is installed without a flue or vent—heavy chrome finish, ceramic insulators. Made by Thermador, the oldest and largest electrical appliance manufacturer in the west.

1650 Watts—115 or 230 Volts

2000 Watts—230 Volts

*NOW IN PRODUCTION

THERMADOR

Electrical Manufacturing Company

5119 SOUTH RIVERSIDE DRIVE • LOS ANGELES 22, CALIFORNIA

Tell me, Precious, WHO'S DIS RACO Guy ?

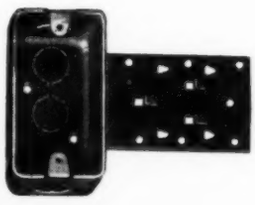
• It's the quick-turnover line, the profit line, it's the famous name of All-Steel-Equip's quality line of steel switch boxes and outlet boxes. Electrical wholesalers and their salesmen the country over know that they can always rely on Raco . . . and here's why:

- Smooth, attractive appearance. No jagged or rough edges — no dirt or grease. Raco products can be installed with pride.
- Every Raco product comes in protective carton, with index showing number, quantity, and finish. Easy to stock, identify, and inventory.
- All-Steel has been making precision metal products for over 33 years. The Raco line is made to the same exacting standards.

Write today. Let us tell you more about Raco • All-Steel • Products — the line that's sold nationally by wholesalers only.

←400½-O—STANDARD (UTILITY) BOX. *With "Side-Mount" Bracket. Enameled or galvanized finish.*

400½-B—STANDARD (UTILITY) BOX. *With "Face-Mount" Bracket. Enameled or galvanized finish.*→



ALL-STEEL-EQUIP COMPANY, INC.
300 Kensington Avenue, Aurora, Illinois

RACO • ALL-STEEL • PRODUCTS
SWITCH BOXES • OUTLET BOXES

DAY-BRITE PRESENTS

TUR-A-TOP*

THE ADVANCED INDUSTRIAL FLUORESCENT LIGHTING UNIT

- Massive turret-type design
- Streamlined housings are one piece of die-drawn steel
- No danger of misalignment or loose parts
- Fewer parts—all easily accessible
- Convenient for pipe or chain suspension
- Open or closed end, life-long porcelain enameled steel reflectors—rigidly fastened but quickly detachable
- Fixtures available for two and three 40-watt or two 100-watt lamps

May we send you our new Bulletin 30-B with complete details?

Day-Brite Lighting, Inc., 5405 Bulwer Avenue, St. Louis 7, Mo. Nationally distributed through leading electrical supply houses.

In Canada: address inquiries to Amalgamated Electric Corporation, Ltd., Toronto 6, Ontario.

*Patent No. D-142488

IT'S EASY TO SEE WHEN IT'S

DAY-BRITE *Lighting*

Out of the Ruins of Coventry

...an EFFICIENT INDUSTRIAL PLANT

(FA) BUSDUCT system makes war plant suitable for speedy conversion.

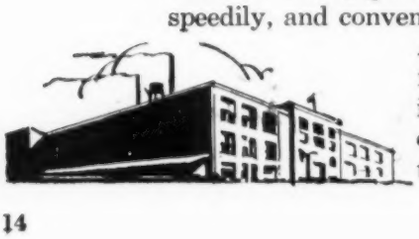
Here is a story that starts with a bombing raid on the English town of Coventry. In the merciless attacks that twisted schools, churches and industrial buildings into heaps of rubble, a vital shell producing plant was seriously damaged.

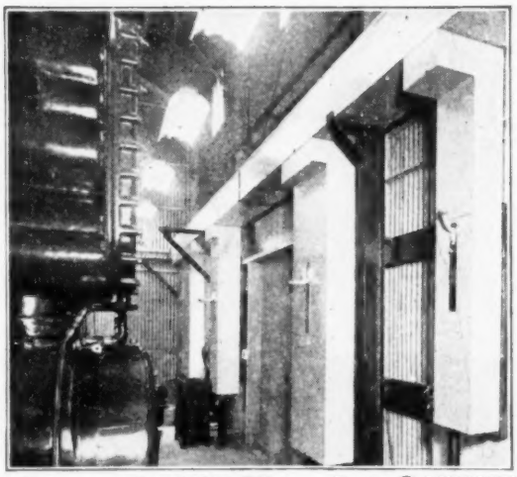
Much of the plant's equipment was shipped to an American city where a medium sized building was hastily built to produce shells of special size.

Now the plant is quiet, its occupant ready to resume the production of agricultural equipment. And here's the important part, the big point we want to illustrate:

- The removal of unwanted machinery
- The addition of new equipment
- The rearrangement of present machines

can be accomplished economically, speedily, and conveniently because Frank Adam BUSDUCT makes adequate power instantly available over every foot of the production area.





3000 ampere, 440 volt High Efficiency Feeder (FA) BUSDUCT system with 400 amp., 600 amp., and three 800 amp. (FA) SHUTLBRAK Tap-off switches.

If you are planning a new building, rearranging your plant layout, or converting to peacetime production, it's almost certain that you could profitably use Frank Adam BUSDUCT. Small plants, as well as large ones can save on equipment and operating expense with this modern method of power distribution.

Write for the name of our nearest Representative — he has an interesting story to tell you.

EST. THE SIGN OF A (FA) 1891 BETTER JOB
Frank Adam
BUSDUCT
FRANK ADAM ELECTRIC CO. ST. LOUIS, MO. U.S.A.

Power Distribution Specialists for 54 Years

Box 357 **St. Louis, Mo.**

NATIONAL

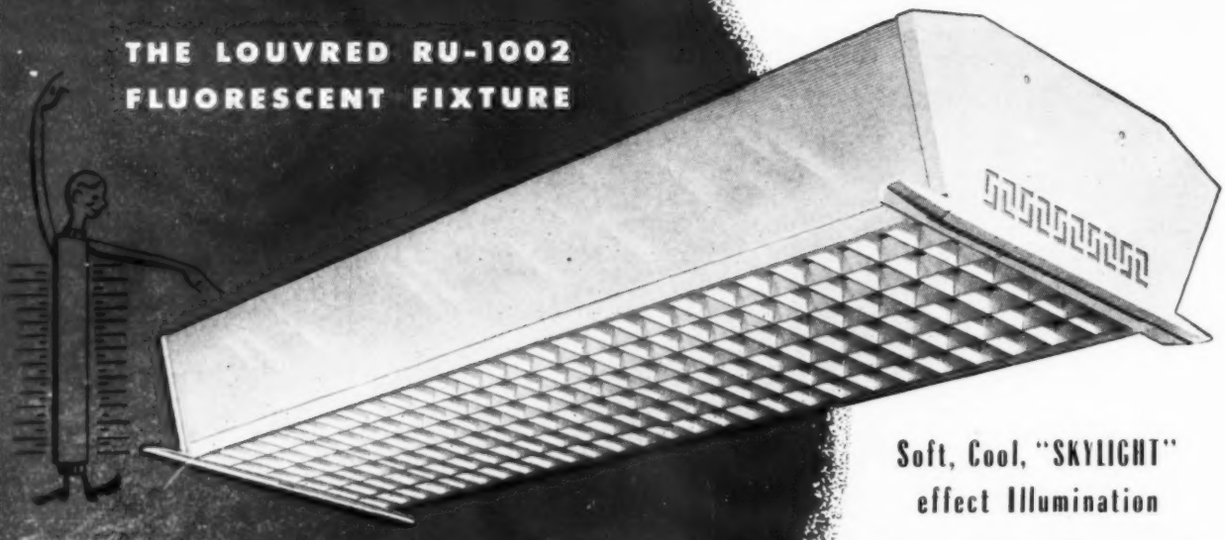
ABC Cable

ARMORED BUSHED CABLE

National Electric
PRODUCTS CORPORATION
Pittsburgh 22, Pa.

2 New Innovations by All-bright

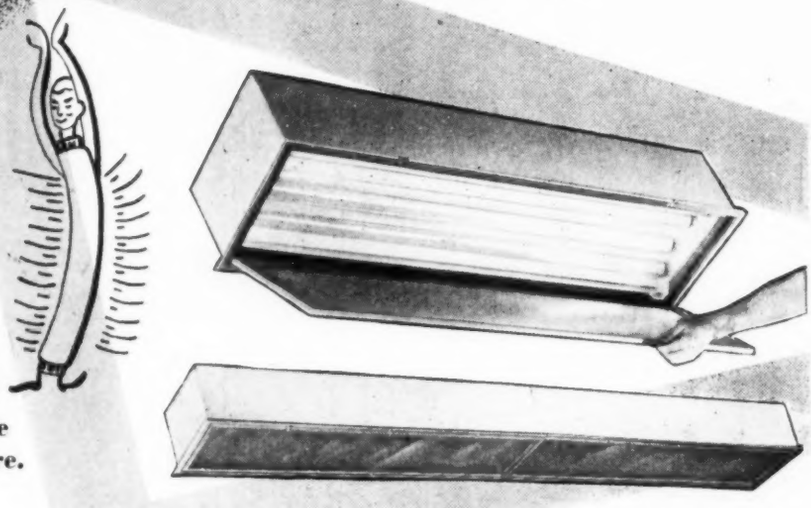
THE LOUVRED RU-1002 FLUORESCENT FIXTURE



- Achieves 10 to 20 more foot candle.
- Offers concentrated, glare-free illumination!
- Custom-Built!

Soft, Cool, "SKYLIGHT" effect Illumination

Our Research Department has designed this fixture for "easier seeing." Perfectly patterned louvred bottom offers greater concentrated efficiency. Linex Satinol glass. Flush or suspension mounting . . . individual or continuous rows.



NOW Ready...

The ultra in recessed fluorescent fixtures that offer unhampered lighting beauty. Features a sturdy, *telescopic frame that fits snug to the most uneven ceiling.* Special piano hinged and "quick-slide" catches for easy, simple maintenance. Available with egg crate or honey-combed louvre. Individual or continuous rows.

Send for our new descriptive catalog.

All-bright

FOR A BRIGHTER WORLD

ALL-BRIGHT ELECTRIC PRODUCTS COMPANY

Manufacturers of Fluorescent Lighting Fixtures

3917 N. Kedzie Ave. Chicago 18, Illinois

FLAMENOL CORDS FOR ALL PURPOSES

HEAVY-DUTY . . For Use where Conditions are Severe

MEDIUM-DUTY . . For Use where Conditions are Less Severe

RIP CORDS . . For Use with Lamps, Fans, Etc.

These high quality Flamenol cords enable G-E Distributors to provide good cord service. Customers can obtain cords suitable for any purpose—heavy-duty cords, medium-duty cords or light-duty cords. Flamenol cords are mechanically strong, light in weight and flexible. Both the insulation and jacket of these cords are made of long-life thermo-plastic compounds. These compounds are resistant to water, oils, acids, alkalies and sunlight. Flamenol cords have a smooth, attractive finish that is pleasant to touch and easy to keep clean. Most important, these cords can be depended upon to give long, trouble-free service. General Electric Company, Appliance and Merchandise Department, Bridgeport, Conn.

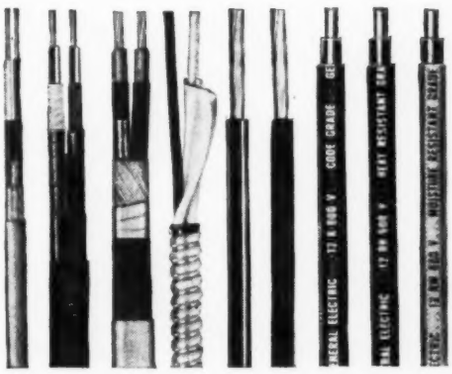
FLAMENOL HEAVY-DUTY PORTABLE CORD
600-volt service

FLAMENOL 300-volt **RIP CORD** service

FLAMENOL MEDIUM-DUTY PORTABLE CORD
300-volt service

G-E BUILDING WIRES AND CABLES

There are G-E wires and cables of all sorts for every type of wiring. The building wire line includes Types T and TW Flamenol small diameter building wire and Types R, RH and RW. Cables include PVX, a new non-metallic sheathed cable with thermo-plastic insulation, BX armored cable, BraidX non-metallic sheathed cable and Type SE service entrance cable. These wires and cables are carefully made of the finest raw materials and are sure to give good service.

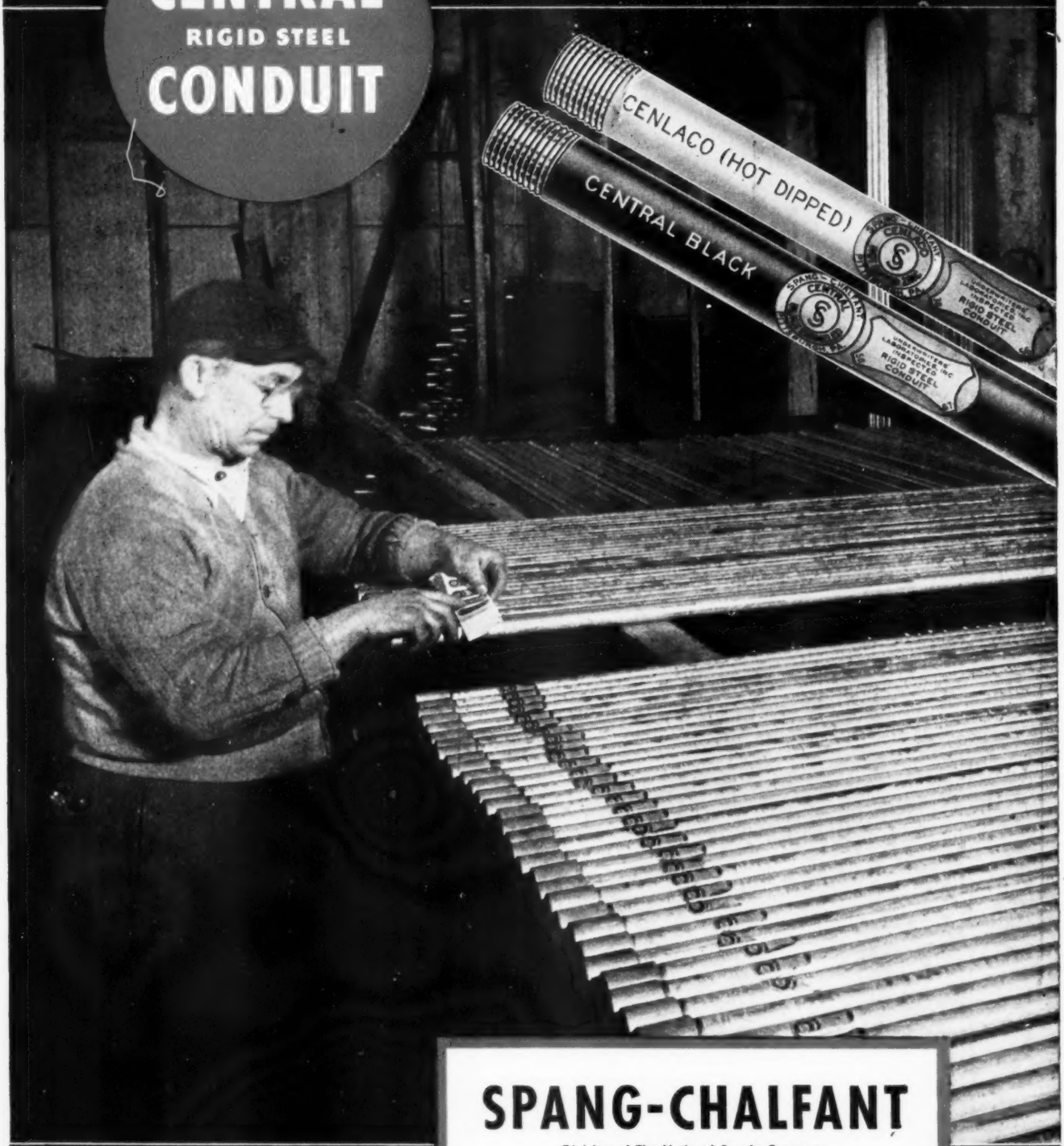


GENERAL ELECTRIC

DETROIT PUBLIC LIBRARY

Final Assurance

that CENTRAL RIGID STEEL CONDUIT is the finest you can buy



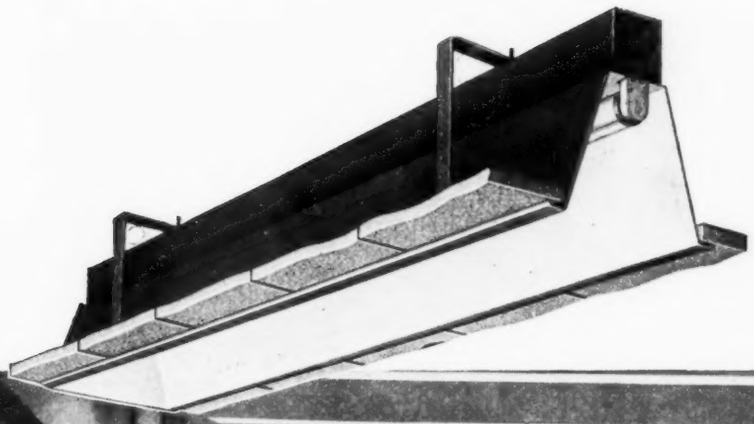
"There's Tested Strength in Every Length"

SPANG-CHALFANT

Division of The National Supply Company

General Sales Office: Grant Building, Pittsburgh 30, Pa.

District Offices and Sales Representatives in Principal Cities



for
MODERN
EFFICIENT
BUILT-IN
LIGHTING

CURTIS RECESSED TROFFERS

Curtis one lamp fluorescent Troffers are excellent for office lighting and a variety of other interiors. They are particularly suited to low or suspended ceilings.

Scientifically designed by Curtis engineers to eliminate high brightness, the sloping reflector sides of these units, together with Curtis Fluracite finish brings exceptionally high lighting efficiency. This has made the use of diffusing glass panels unnecessary, resulting in exceptionally low maintenance cost and higher average light output.

The appearance of these troffer units when installed is very pleasing and the ceiling effect is smooth and interesting. Shielding is 45° crosswise and a one-piece louver (optional) provides 30° longitudinal shielding. These louvers are easily removed for maintenance.

AVAILABLE IN 40 and 100 WATT SIZES

Each 40 watt troffer section is exactly 48″ long and fits into a 12″ opening. 100 watt troffers are 60″ long and fit a 12″ opening. 12″ is required for recessing labels.

For full details and specifications, send for data on Curtis Recessed Lighting.

CURTIS
Lighting
INC.
6135 WEST 65th STREET
CHICAGO 38 • ILLINOIS

WHY IT'S TO *Your* ADVANTAGE TO SELL CHAMPION *Lamps*

You do more lamp business and make more money when you sell Champion **Fluorescent** and ***Incandescent*** Lamps. It's easy to see why once you know the facts.

Champion is an AAA1 organization concentrating on quality lamps and nothing else but.

Champion Lamps get to you at lowest possible cost—a direct sale-to-wholesaler policy—no red tape, no restrictions or contracts, no obstacles or hindrances to maximum volume and profit for you.

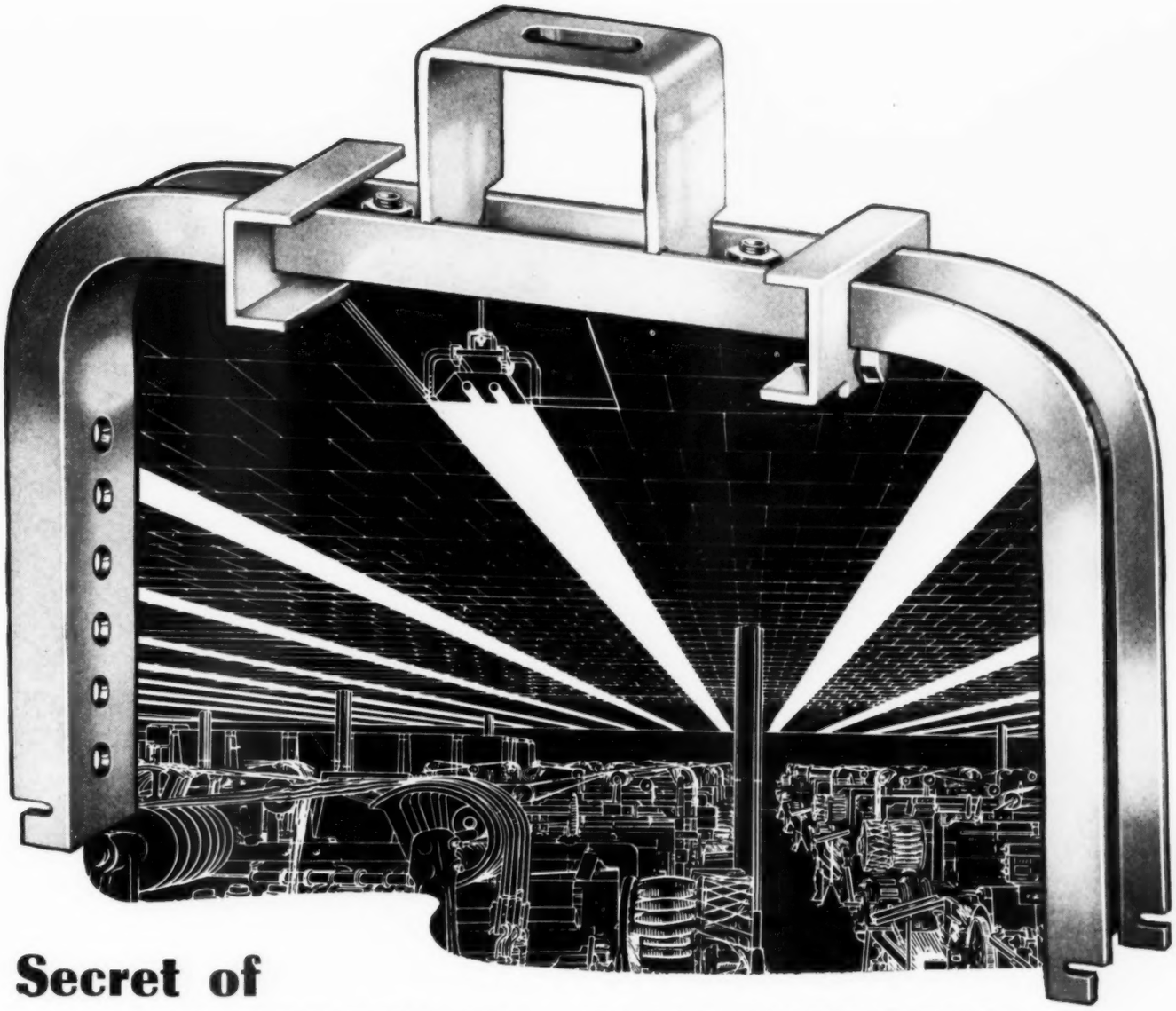
Champion Lamp quality brings in the steady repeat orders.

Try 'em and see. It means more money in your pocket.

CHAMPION LAMP WORKS

Lynn, Massachusetts

A DIVISION OF CONSOLIDATED ELECTRIC LAMP CO.



Secret of CEILINGS UNLIMITED

. . . the patented Miller Ceiling Furring Hanger for any type furred ceiling

Exclusively Miller's, this ingenious hanger licks many old construction problems—without creating new ones. It is the "can do" behind today's trend of planning interiors *around the lighting.*

No more laborious fitting of recessed lighting into hung ceilings. Instead, simply hang Miller Ceiling Furring Hangers from the structural ceiling—and hang furring, tile and Troffer Lighting System *from the hangers!*

Less than half the usual supports are needed. This means savings—as well as more "above-ceiling space" for piping and air conditioning ducts. Savings in wire, wiring and conduit costs are also substantial. Quick leveling means are provided.

But that's just the beginning! The whole fascinating story is told in CEILINGS UNLIMITED. Miller engineers and distributors are in principal cities.

THE MILLER COMPANY • MERIDEN, CONNECTICUT

ILLUMINATING DIVISION
Fluorescent, Incandescent
Mercury Lighting Equipment

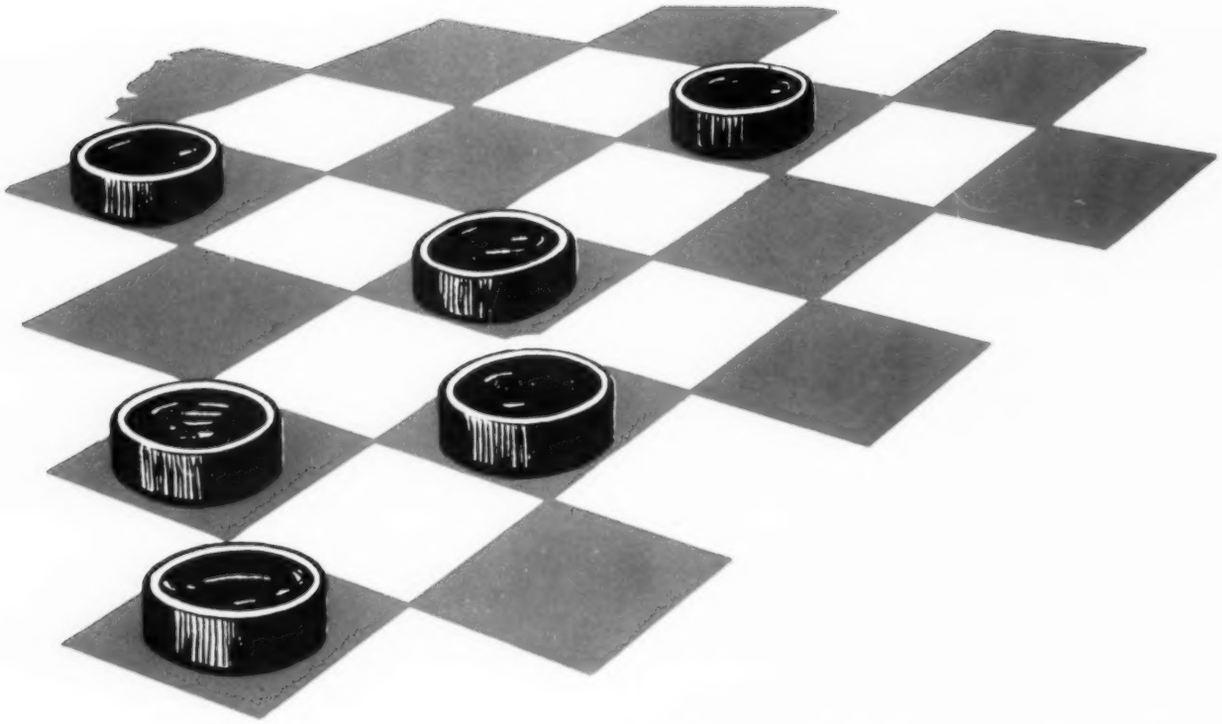
HEATING PRODUCTS DIVISION
Domestic Oil Burners
and Liquid Fuel Devices

ROLLING MILL DIVISION
Phosphor Bronze and Brass
in Sheets, Strips and Rolls

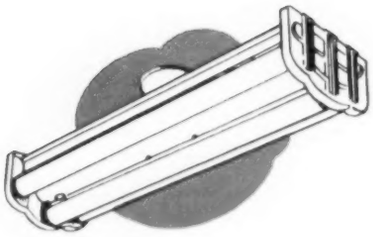
WAR CONTRACTS DIVISION
War Material

FOUNDRY DIVISION
Non-Ferrous Metal Castings

MILLER
SINCE 1844



A Good Move in the Right Direction



This quality constructed 3-20 watt Kitchen Unit, with stamped ends and baked-hard white enamel finish, is the most sensational, low-priced unit on the market today.

● You're sure to have a "jump" on competition with the General Day-Lite line of fluorescent lighting fixtures.

Known throughout the trade for quality, dependability and value—here is unquestionably the line that will enable you to "go places" speedily and profitably.

If you have not acquainted yourself with the tremendous merchandising possibilities of this popular-price line, it would be a good move in the right direction to let us know your interest—so that we may submit further facts and information.

GDL

270 South 23rd Street
PHILADELPHIA 3, PA.

GENERAL DAY-LITE COMPANY

Manufacturers fluorescent lighting Fixtures

Thermoplastic insulation specialists . . . producing a complete line from fine wires to heavy power cables . . . serving: Public Utilities, Radio, Electronic, Appliance and Instrument Manufacturers, Telephone Companies and Contractors.

Now

THERMOPLASTIC INSULATION

Nothing is constant but change . . . and in the wire and cable field the "change" to thermoplastic insulation has been tried and proved in the test tube of war. When victory is won you will demand the maximum resistance which these new compounds and constructions offer to heat, flame, oxidation, chemical action, oil, grease, moisture, cold, abrasion, fungus growth and other severe conditions. Write NOW for complete information and samples engineered to your particular requirements. Remember . . . when you're thinking of PLASTIC you're thinking of US!

PLASTIC

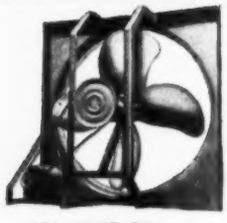
WIRE & CABLE *NORWICH CONN*

CORPORATION

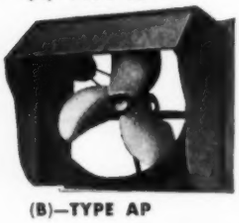
For Home..

CHELSEA COOLERS

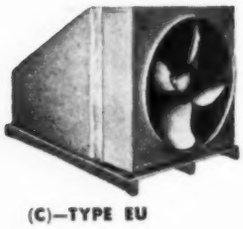
..for Industry!



(A)—TYPE ED



(B)—TYPE AP



(C)—TYPE EU

..to fulfill TODAY'S big tasks!

CHELSEA ventilating products are geared to the increased tempo of the South. The many designs—standardized for economy—offer ample diversity to meet every industrial and domestic need. Included are blowers, exhausters and ventilators for home, office, plants, and public buildings. All are ruggedly constructed for long, dependable service.

(A)—TYPE ED
GENERAL PURPOSE ATTIC FAN
(B)—TYPE AP
APARTMENT WINDOW VENTILATING FAN
(C)—TYPE EU
PACKAGE ATTIC FAN UNIT
(D)—TYPE MC
PEDESTAL COOLING FAN
(E)—TYPE BB
ALL-PURPOSE INDUSTRIAL FAN

For over 30 years CHELSEA industrial units have proven their ability to step-up production, lower costs and increase safety by removing hazardous fumes and providing adequate ventilation. In the home CHELSEA attic ventilators and kitchen exhausters make possible better, more enjoyable living. Inquiries are invited—descriptive literature on request.

(D)—TYPE MC

(E)—TYPE BB

CHELSEA

CHELSEA PRODUCTS

INCORPORATED
1206 GROVE STREET
IRVINGTON, NEW JERSEY

YESTERDAY

New lightweight flame resistant wire for Superforts.

Few Americans knew about the revolutionary new rubber insulated wires developed by United States Rubber Company while the war was in progress. But those who did, knew them well.

Our airmen and our Signal Corps men, particularly, saw these new, small diameter wires bring safety, lightness and performance once thought to be beyond reach.

Because of this progress, the Electrical Wholesaler is offered a complete, improved line, including Building Wire with rubber, synthetic and plastic insulations.

Laytex for example is now available . . . lighter in weight, smaller in diameter than any other rubber covered wire.

Important, too, are: the Royal line of Rubber Jacketed Portable Cords and Cables; Lead Cables; Non-Metallic Cables; Flexible Cords.

SAFEGUARDS

THROUGH

U. S. Laytex

Reg. U. S. Trade Mark

SMALLEST DIAMETER
LIGHTEST WEIGHT
RUBBER COVERED WIRE

TODAY

New safety for America's Buildings.

ADEQUATE WIRING SERVES AND SAVES

THE KEY TO THE HOME OF TOMORROW

Serving Through Science

UNITED STATES RUBBER COMPANY

1230 Avenue of the Americas • Rockefeller Center • New York 20, N. Y.

FOR A DINING-ROOM... OR A SUBWAY—

IF IT'S LIGHTING GLASSWARE, ASK CORNING

Whether it's an everyday problem of supplying an attractive lens bottom dining-room bowl or the complex problem of answering every lightingware requirement in a comprehensive installation, you can depend on Corning for the answer. Corning's years of experience in illuminating engineering qualify them to give you expert assistance, whatever your lightingware problem may be.

Corning's production facilities are today being used to maintain, insofar as possible, stocks of standard catalog items to meet your requirements. Their research and technical staffs are continuously at work developing new and better glassware to meet the trend of modern lighting. You can depend on Corning to employ every technical and scientific advance to produce the finest in illuminating glassware.

In order to keep up to date on Corning Lighting Glassware, send for your copy of the "Lighting Data Book." Write to Lighting Sales Dept., **WS-1**, Corning Glass Works, Corning, N. Y.

Whatever Your Lighting Problems...

COMMERCIAL
RESIDENTIAL
INCANDESCENT
FLUORESCENT

Specify Corning Lightingware

LENSES AND PANELS
CRYSTAL LAMP PARTS
PRESSED TORCHERES
ENCLOSING GLOBES
REFLECTORS AND SHADES
DIFFUSING SHIELDS

"CORNING" is a registered trade-mark and indicates manufacture by Corning Glass Works, Corning, N.Y.

CORNING *means* Research in Glass

Corning Engineered Lightingware

BRAND

A BULLDOG MESSAGE FOR WHOLESALERS

This reproduction of a current industrial magazine advertisement contains valuable information for wholesalers and their salesmen

Flexibility-Plus !

BULLDOG UNIVERSAL *Trol-E-Duct*

LIGHT—ALL YOU WANT—WHERE YOU WANT IT!

Results from plant lighting—as it affects quality and quantity of work—depend on the *flexibility* and dependability of the system from which it taps its current.

Here is where BullDog's nearly 50 years' leadership in the electrical distribution field really counts. Universal Trol-E-Duct—pioneered by BullDog and proved by industry—is the best way to provide *continuous* electrical outlets for any type of lighting, *wherever* and *whenever* needed.

Standardized and pre-fabricated in all its parts, it is completely adaptable—no re-wiring when machines are moved or entire plant layouts revised. It's 100% salvable, too; the whole system can be dismantled easily and without loss for re-installation elsewhere.

Why get along with old-style FIXED electrical outlets in *your* plant? Investigate Universal Trol-E-Duct—adaptable to fluorescent, mercury vapor or incandescent lighting. Consult BullDog field engineers or write us direct.

BUY VICTORY BONDS

SALVAGE PAPER

DETROIT 32, MICHIGAN
In Canada:
BullDog Electric Products of Canada, Ltd., Toronto.
Field Offices in All Principal Cities.

BULLDOG

ELECTRIC PRODUCTS COMPANY

Also Manufacturers of
Vacu-Break Safety Switches — SafToFuse Panelboards—Switchboards—Circuit Master Breakers — BUStribution Duct for "plug-in" power — Industrial Trol-E-Duct for movable "loads."

Revere ELEC. MFG. CO.

LIGHTING EQUIPMENT

OFFERS A *Clear Road to Profits*— WITH NO DEAD ENDS

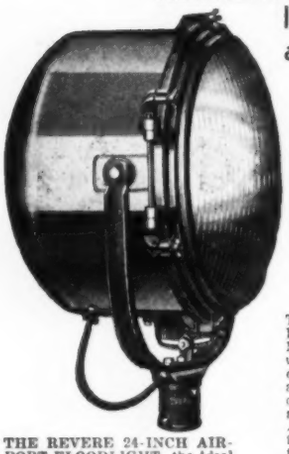
Its

THE COMPLETE QUALITY LINE *for lighting*

SERVICE STATIONS
PARKING LOTS
ATHLETIC FIELDS
RECREATIONAL AREAS
INDUSTRIAL PLANTS
and AIRPORTS

America is light conscious and is becoming more and more so. Hundreds of thousands of dollars are being and will be invested in lighting equipment. Gas stations are but one example of what the future holds in store. Outdoor sports events and games are another example of how the great outdoors is rapidly being put to lighted paying usefulness. Lighting in merchandising is making tremendous strides. Literally thousands of activities heretofore limited to daylight hours represent a clamoring market for correctly designed, practically engineered, superior quality lighting equipment.

Revere offers the *complete* line of lighting equipment to meet these and endless other needs—it's a clear road ahead with no dead ends. The jobber's salesman who promotes Revere—the efficient line of lighting equipment, scientifically designed and correctly engineered, will reap the harvest. Take advantage of all the Revere line offers. Write today for catalog data and prices.



THE REVERE 24-INCH AIRPORT FLOODLIGHT, the ideal unit for illuminating large landing fields. 1500 or 3000 watts. Dust-tight and weatherproof.

THE REVERE CONVERTIBLE—The leader in Low Mounting Floodlights. Strong, weather-proof, easily wired, efficient, adaptable. Available in Alzak Aluminum or colored porcelain enamel to match station color scheme. Accommodates 1, 2 or 3 top floods or lighted identification signs. Made for 300-500 or 750-1000 watt bi-post lamps.

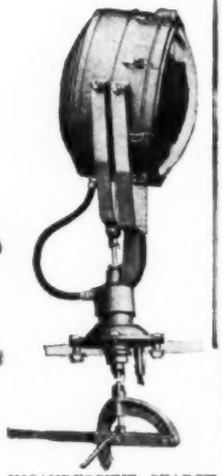
THE 4200 SERIES. Powerful floodlight for wide area lighting. Floorlight rotates in yoke for easy, safe cleaning and servicing. Degree markings provided to preserve setting. Available for 750, 1000 and 1500 watt lamps.

REVERE Low Mounting Floodlight Standards. One of many attractive styles for use on pump islands and other areas. Available with or without air and water dispensing facilities.

REVERE TRIANGULAR, the only floodlight of its kind that casts a definite 90° beam pattern. No spilled light on neighboring property or street. The best floodlight for corner locations. Available for 300, 500, 750 and 1000 watt lamps.

THE ELIPTOR. 3800 Series. Neat, streamlined, modern. The ideal floodlight for effective, uniform light distribution. Vertical and horizontal adjustments marked in degrees for presetting and preserving exact setting.

REVERE ALZAK "750-1000 Watt" enclosed Floodlight. Particularly adapted to lighting long or large areas, such as service stations, industrial yards, railroad yards, etc. Designed to use horizontal burning lamps.



INCANDESCENT SEARCHLIGHT for hand or Pilot House control. Available in 12, 18 and 24 inch lens sizes.

The Famous REVERE HINGED FLOODLIGHT-POLE eliminates hazards of climbing to clean and service floodlights. Available in 20 24 and 30 ft. mounting heights. Accommodates 1, 2 or 3 floods.

REVERE ELECTRIC MFG. CO.

6011 BROADWAY CHICAGO 40, ILLINOIS

INDOOR AND OUTDOOR LIGHTING EQUIPMENT TO SERVE EVERY NEED

. . . Excellent electrical properties
. . . Thin coating—smaller OD
. . . Non-inflammable—self-extinguishing
. . . Ease of installation
. . . Good resistance to heat and cold
. . . Light weight
. . . Extreme age and ozone resistance
. . . Resistance to oils, acids, chemicals
. . . Ultra-high flexlife
. . . Entire NEMA color range
. . . SAFETY assured by Underwriters tests

The next time you order wire or cable from your supplier be sure to specify—

Wire insulated with GEON
Wire carrying Underwriters approval

For additional information please write Dept. T-1, B. F. Goodrich Chemical Company, 324 Rose Bldg., Cleveland 15, Ohio.

Geon
Polyvinyl Materials

B. F. Goodrich Chemical Company

A DIVISION OF THE B. F. GOODRICH COMPANY

FAST TURNOVER

with IDEAL WIRING DEVICES

IDEAL is constantly supplying you with products that are sure fire for fast turnover—in daily demand—what every electrician needs!

In addition IDEAL is backing up your sales efforts with regular advertising appearing in 40 Trade Journals and reaching more than a half million prospective users and customers, informing them about IDEAL Products and Service.

This Advertising Supplemented by *200 Service Engineers* is characteristic of *IDEAL'S* quarter-century-old policy of wholehearted support for our wholesalers, who supply over 100 *Products* to more than *40,000 Customers*, located in every state and in Canada.

Get the whole sales story of IDEAL Products and Service in the new FREE Manual. Send for your copy today!

Wiring Devices Division

IDEAL COMMUTATOR DRESSER CO.

1047 Park Ave., Sycamore, Ill.

IDEAL *Sycamore*

Sales offices in Principal Cities *Consult your local telephone book*

IDEAL WIRING DEVICES

(Pictured above)

1—IDEAL "WIRE-NUTS" (Solderless, Tapeless Wire Connectors) make wire joints the modern way—no solder, tape or heat, simply strip wires, screw on, that's all. Millions in use—approved by Underwriters' Laboratories, Inc.

2—IDEAL FISH-TAPE, REEL and PULLER. Three Tools in One. Eliminates expensive tape breakage. Safe—Tape cannot kink or spring around all over the floor—8 sizes.

3—IDEAL WIRE STRIPPERS—"E-Z" Hand Type (Stripper and Cutter)—a Handy Tool for stripping stranded or solid wire. 2 models—"Automatic" and "Standard". IDEAL has most complete line of hand, foot and electrically operated Wire Strippers on the market.

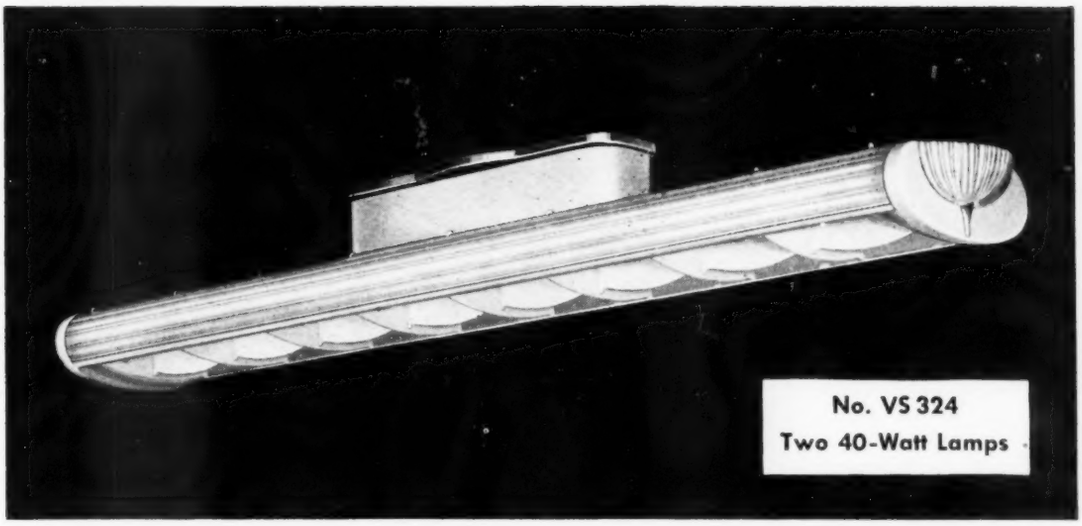
4—IDEAL B-X ARMOR CUTTER—*Snip*—and the B-X cable is cut with this handy pocket size tool. Cuts either two or three wire, No. 12 or No. 14 cable. Eliminates spoilage. Cuts cleanly—quickly—without injury to wire insulation. Steel cutting blade removable for sharpening.

Other IDEAL Wiring Devices

Fuse Reducers • "Test-Glo" • Test-Lite and Fuse Puller • "Safe-T-Grip" Fuse Puller • Lugs (solder and solderless) • Fuse Clip Clamps • Joist Boring Machine.

PROMPT DELIVERY

1497



VIRDEN

Fluorescent

by

John C. Virden Co.

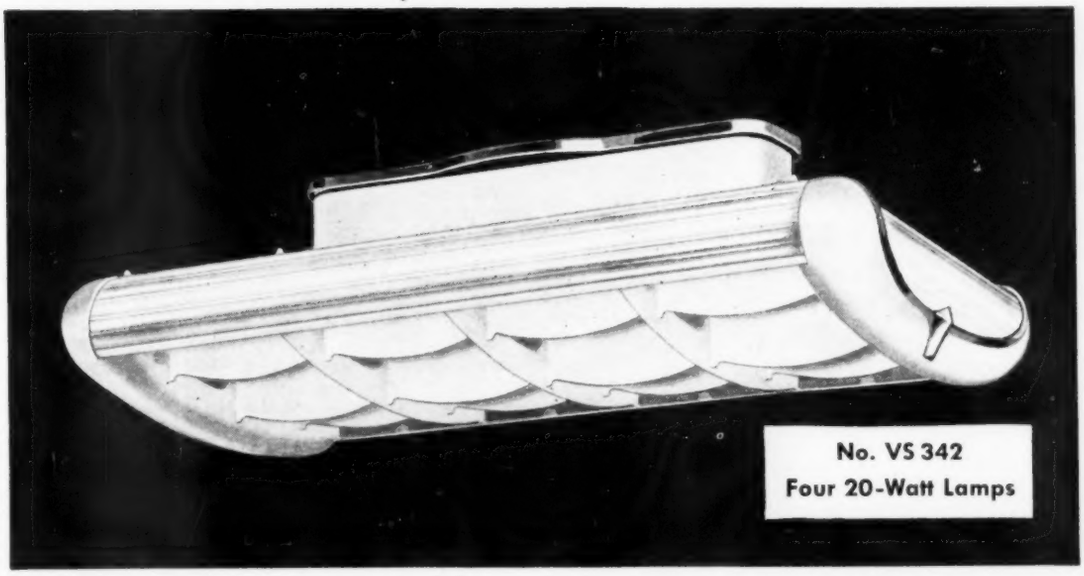
CLEVELAND, OHIO

They Won the Spotlight

These new fluorescent fixtures for the home, by Virden of Cleveland, created a sensation at the New York Show. Their acceptance by Trade and the Public was instant.

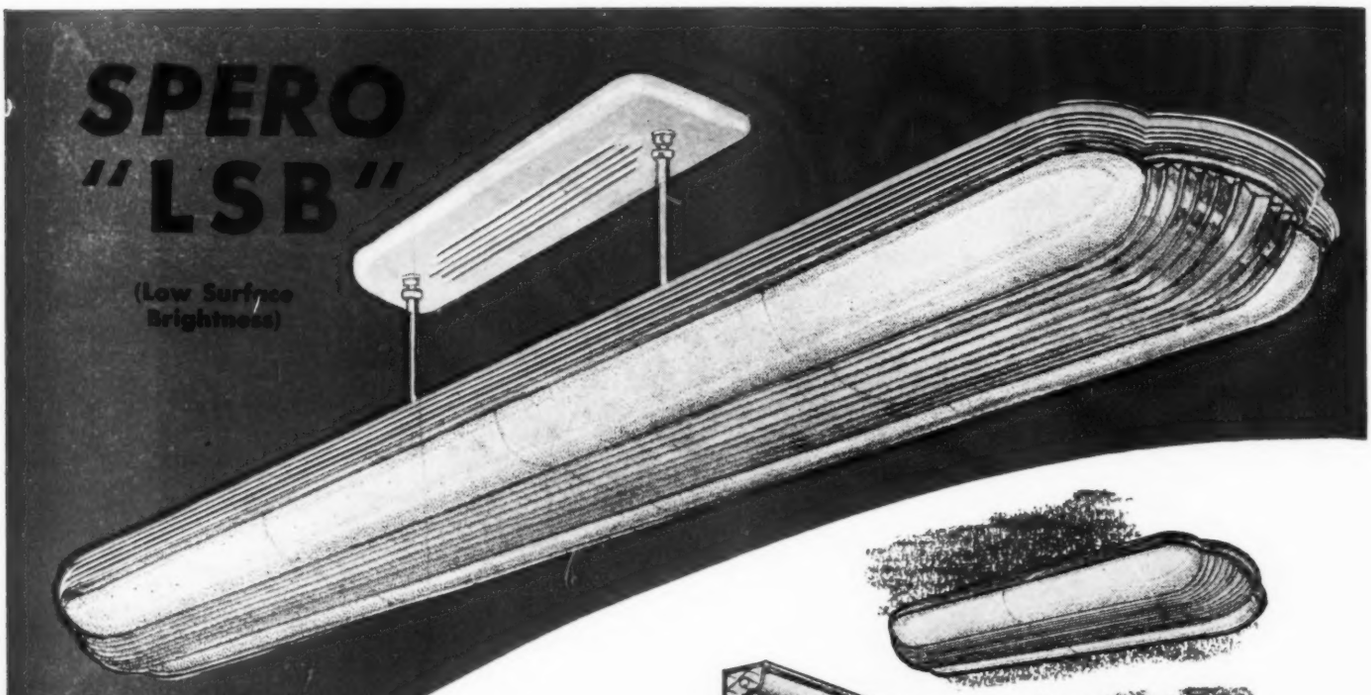
Indisputable beauty through clever styling and utilization of the most modern in plastics is reinforced by lighting efficiency and ease of maintenance. And, needless to say, the traditional Virden skill in engineering details for mass production means realistic pricing.

Jobbers who sell Virden Lighting equipment will be glad to supply details.



SPERO "LSB"

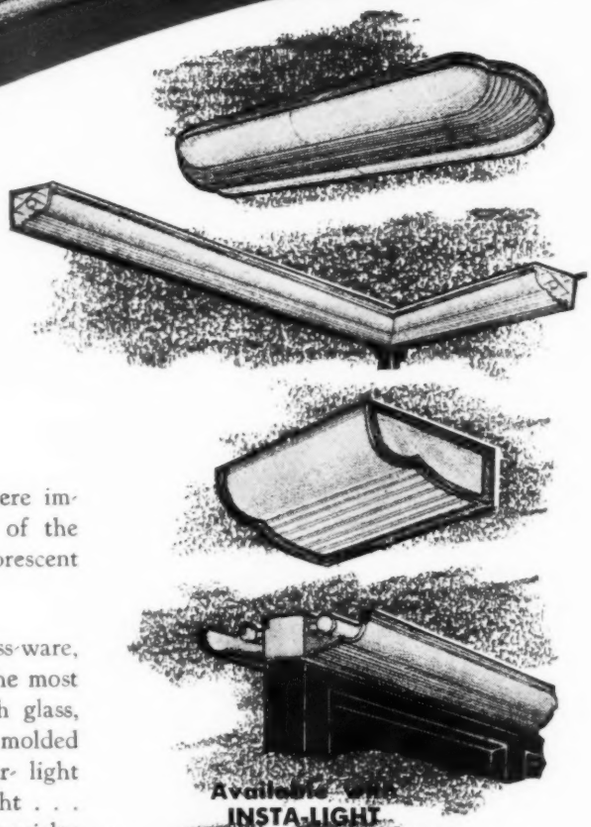
(Low Surface Brightness)



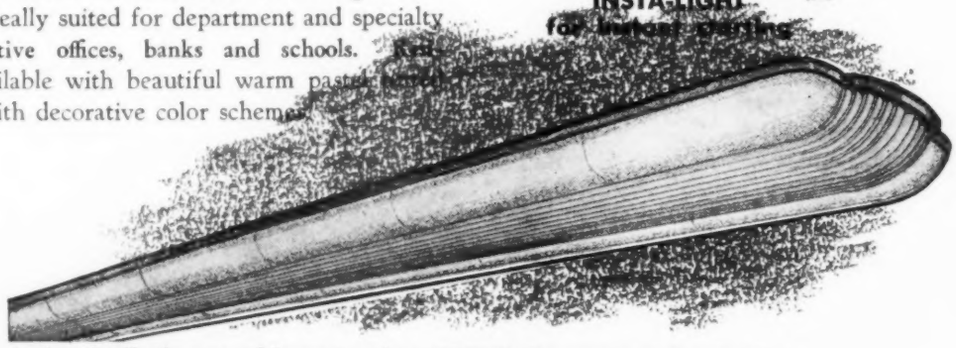
The new GLASS-SHIELDED Fluorescent Luminaires that created a sensation at the "Victory Lighting Jubilee"

Thousands at the recent exhibition in New York, were impressed by the beauty, versatility, and effectiveness of the SPERO "LSB"* line of commercial and residential Fluorescent Luminaires.

Here is an entirely new application of architectural glass-ware, which brings fluorescent lighting into harmony with the most smartly appointed interior decorations. Ceramic-finish glass, with high transmission and low surface brightness, is molded in sections, permitting a wide range of two- and four- light applications, some of which are illustrated at the right . . . SPERO "LSB"* is ideally suited for department and specialty stores, lobbies, executive offices, banks and schools. Residential units are available with beautiful warm pastel [illegible] glass to harmonize with decorative color schemes.



Available with INSTA-LIGHT for instant starting



Spero Engineers will cooperate with distributors, contractors or engineers in applying "LSB"* to their projects.

*Patent Pending.

Write for descriptive bulletins on this and other SPERO fluorescent luminaires.

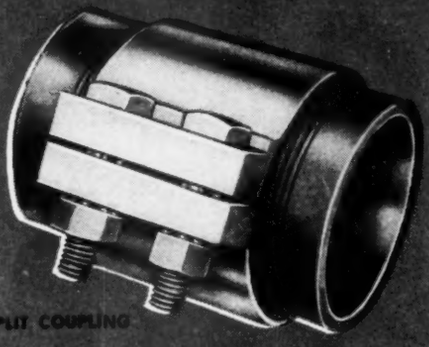
THE SPERO ELECTRIC CORPORATION

18222 LANKEN AVE. ★ CLEVELAND, OHIO

NOW...

INSULATED BUSHING

SOLDERLESS CONNECTOR COMBINATION LUG



SPLIT COUPLING

O.Z. DISTRIBUTORS CARRY COMPLETE STOCKS!

The new three-point O.Z. Distribution Plan makes *more* O.Z. Products *more* available to you, through *more* distributors! Here it is:

1 All products will be sold only through local electrical distributors.

2 These distributors, located in principal cities throughout the United States, will carry large stocks of standard O.Z. electrical products—for immediate delivery.

3 Not only O.Z. *Products*, but also the consulting, designing and engineering service of the O.Z. Company will be more readily available to you, through the co-operation of your nearby distributor.

281

"They're OK if they're O.Z."

O.Z. ELECTRICAL MANUFACTURING COMPANY

262 BOND STREET · BROOKLYN, 2 N. Y.

CONDUIT FITTINGS • CABLE TERMINATORS • CAST IRON BOXES • SOLDERLESS CONNECTORS • GROUNDING DEVICES • POWER CONNECTORS

ADVERTISEMENT

SYLVANIA NEWS
WHOLESALER EDITION

JANUARY *Published by* SYLVANIA ELECTRIC PRODUCTS INC., Salem, Mass. 1946

TWO NEW RESIDENTIAL FIXTURES, ANNOUNCED BY SYLVANIA, STRESS QUALITY AND SIMPLICITY

Home Fixtures Designed to Fill Big Demand Shown in Survey

The most recent additions to the long line of Sylvania Electric fluorescent fixtures are two new residential units—stressing quality and simplicity.

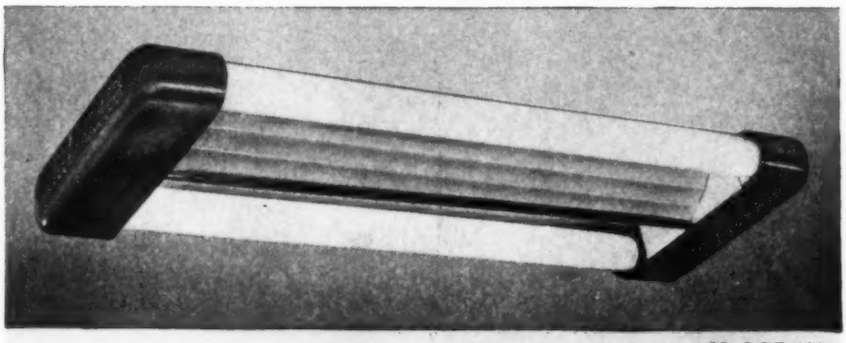
These fixtures have been designed to fill the demand of millions of home owners, builders and decorators who plan to install fluorescent lighting. According to a recent, impartial survey made for Sylvania by one of the country's largest market research organizations, installations are planned by 11,931,000 families. A great many more are expected, now that these attractive fixtures have been designed especially for the home.

Here is an opportunity for wholesalers to enter a vast new market for fluorescent lamps and fixtures. They will find the new Sylvania Electric residential fixtures adaptable to almost every home application. Like Sylvania commercial and industrial fixtures, these new units are destined to become leaders in their field. Write to Sylvania, or see your local Sylvania representative, for full information on the *complete* line of Sylvania fluorescent fixtures.

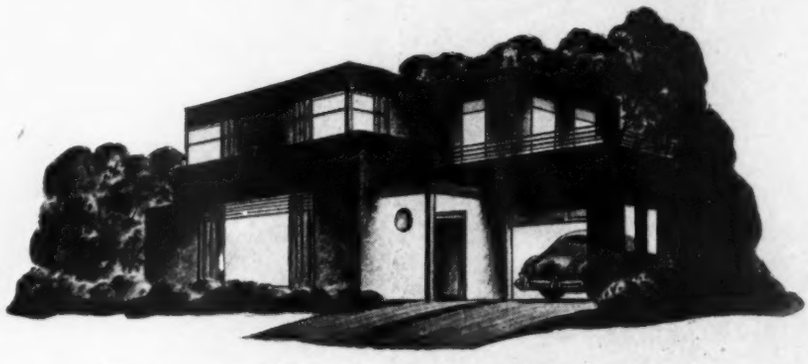
FACTS FROM THE RESIDENTIAL LIGHTING SURVEY

Of those who *have* fluorescent lighting:
- 30.4% plan kitchen installations
- 24.6% will install in the bathroom
- 15.2% will install in the living room
- 8.0% in the bedroom

Among those who have *no* fluorescent lighting at the present time:
- 64.4% plan kitchen installations
- 14.2% living room
- 9.1% bathroom
- 1.9% bedroom

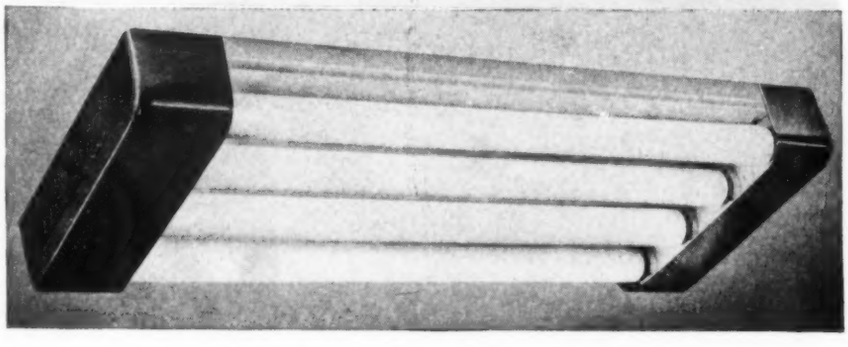


Model R-220



Fluorescent Light Distinguishes the Modern Home

Model R-420

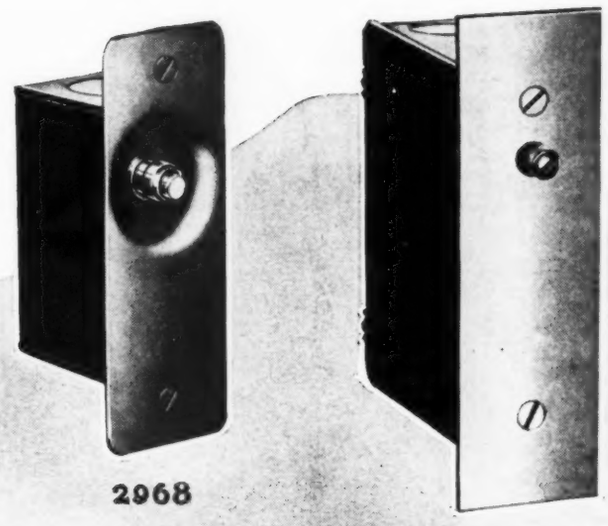


SYLVANIA ELECTRIC

MAKERS OF FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS; RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES

For automatic lighting control

SPECIFY BRYANT DOOR SWITCHES



Avoid the lost time and annoyance of fumbling in dark rooms. Eliminate the possibility of leaving a forgotten light burning in a seldom-used vault or closet. Specify Bryant Door Switches for dependable and automatic control of lights in darkrooms, closets, vaults and storerooms. Positive and unfailing in operation, they may be installed in wood or metal door frames. Complete with box, adjustable plunger and striker plate, Bryant Door Switch No. 2355 is a "deluxe" device for 6 amp-125 volt, 3 amp-250 volt service. It is supplied in either "on" or "off" position when the door is open.

A more compact device, Bryant Door Switch No. 2968 is furnished complete with all necessary parts ready for installation for 6 amp-125 volt, 3 amp-250 volt service. It is also supplied in either "on" or "off" position when the door is open.

THE BRYANT ELECTRIC COMPANY

SUPERIOR WIRING DEVICES

BRIDGEPORT 2, CONNECTICUT

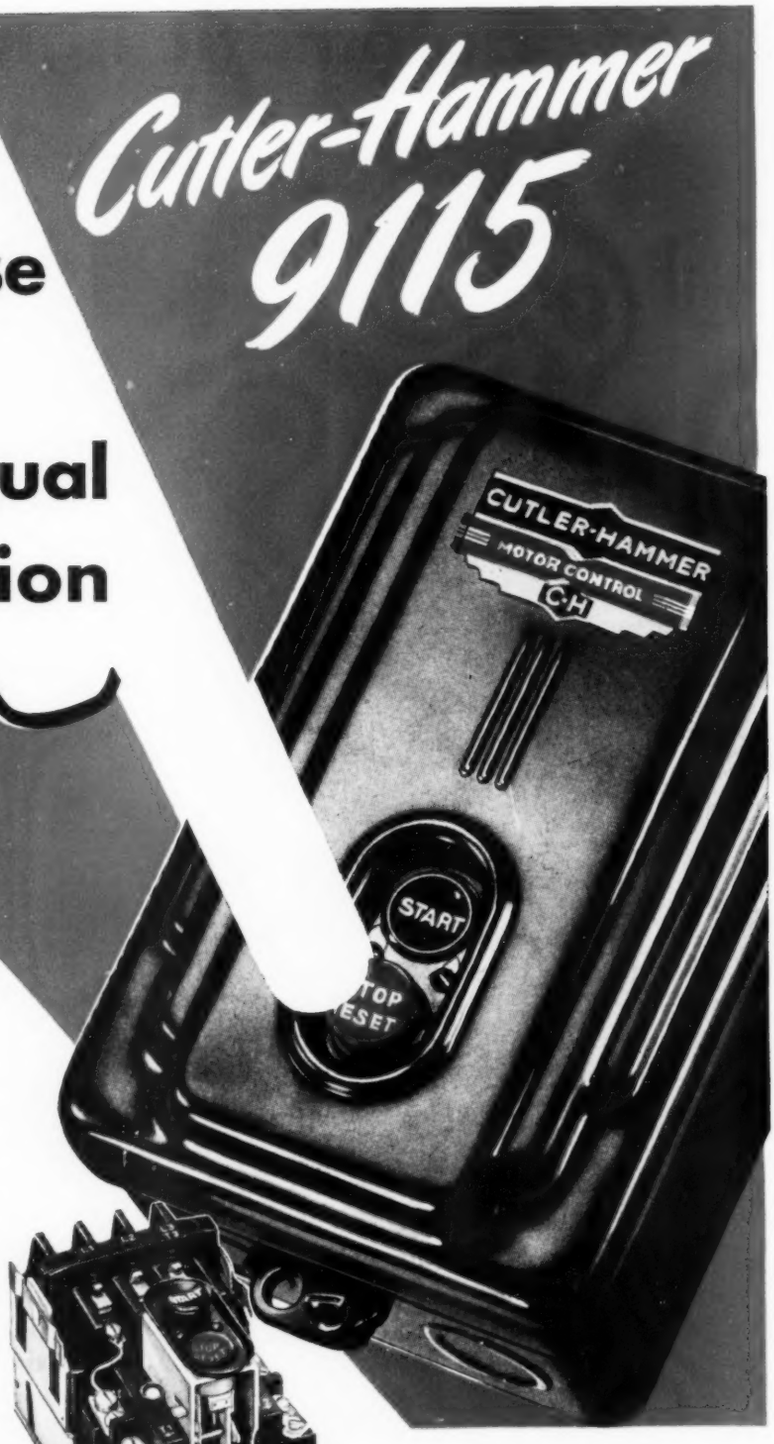
NEW YORK SAN FRANCISCO CHICAGO LOS ANGELES

A SUBSIDIARY OF WESTINGHOUSE ELECTRIC CORPORATION

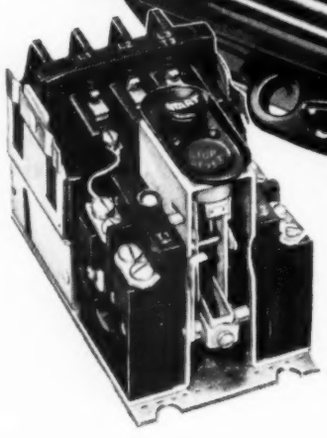
Specify Bryant Devices from your Electrical Wholesaler

The Manual starter built on the premise *all* motors deserve equal protection

Cutler-Hammer 9115



Although the Cutler-Hammer 9115 starter is built for motors that can be manually started, it has the same design, construction and operational features that have made Cutler-Hammer Magnetic Starters a standard wherever electric motors are used. Here you will find the same "drop-of-solder" eutectic alloy overload relay that distinguishes the Cutler-Hammer Magnetic Starter line . . . the same twin-break Vertical dust-safe contacts . . . the same pure, fine silver contact faces . . . the same snap action contact mechanism . . . the same simple design . . . the same dependability . . . the same attractive, clean styling. Only in the absence of the electro-magnetic closing mechanism is there any difference at all. Every motor in your plant no matter how small or "unimportant" has an essential role to play in production. Every motor deserves equal care and protection. Every manually started motor deserves *this* degree of protection. Yet C-H 9115 costs no more than ordinary starters. CUTLER-HAMMER, Inc., 1425 St. Paul Ave., Milwaukee 1, Wisconsin. *Associate:* Canadian Cutler-Hammer, Ltd., Toronto, Ont.



CASE—Modern styling and design. Standard NEMA type 1 enclosure. 8 x 4¾ x 4. Japanned steel. Interior light finish for high visibility. Cover can be padlocked. Knockouts top and bottom. Ample space, complete accessibility.

CUTLER-HAMMER
MOTOR CONTROL
C-H

OPERATING MECHANISM—Available as skeleton for building into machines, etc. Metal parts rust-proof. Rubber mounting absorbs shocks. Mechanism removable as a unit by loosening one screw—for wiring, etc. Parts and terminals easily accessible.

COVER—"Hook-on" type. Loosening one screw permits lifting off from front. Permits close-fit installation.

CONTACT STRUCTURE—Newly designed for compactness, simplicity, strength and accessibility. Unit base construction easily removed. Positive, quick-make, quick-break, twin-break silver-to-silver contacts mounted on unit base.

OVERLOAD RELAY—Famous C-H eutectic alloy thermal overload relay, most dependable known. Reset by pushing top button. Free-tripping. Rating changed by changing heater coils.

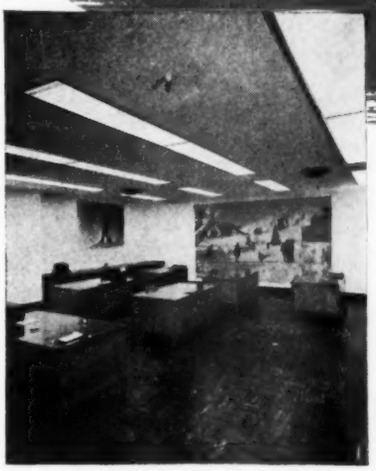
PUSH BUTTON OPERATION—An achievement for this type of starter. Has start, stop-and-overload reset buttons. Start button can be locked to prevent unauthorized operation.

DETAILS—As further evidence of the extreme care and thought in designing this new starter, your attention is called to numerous small yet important details such as self-finding terminal screws, unique staking of cover screw, handy spring lifters on movable contacts, etc., etc.

Better Light for Seeing And Sales

JOLECO'S SLIMLINE FLUORESCENTS ARE AVAILABLE *Now!*

More than 300 footcandles of illumination bring prospective buyers to store front of American Sporting Goods Company—a huge show window attracting passers-by with appealing light.



Illumination in the fourth floor General Offices averages better than 50 footcandles to increase efficiency, and provide unsurpassed working comfort for employees.

Here is tomorrow's lighting today — sleek and modern, geared for streamlined merchandising! Adding dramatic interest to display — offering "eye and buy" comfort for both customer ***and*** sales personnel — combining the utmost in light utilization with smart appearance — Joleco's Slimline Fluorescents are providing truly modern illumination for selling in St. Louis' most up-to-date store—American Sporting Goods Company.

Considering every factor—quantity and quality of light — adaptability to the job — modern beauty in harmony with any architectural theme — reasonable cost — economical maintenance — easy installation — plus others to meet every ***specific*** requirement — Joleco Slimline Fluorescents offer outstanding advantages and value in light for both seeing ***and*** sales.

Joleco Slimline Fluorescents can be sold ***now.*** Aggressive wholesalers who want to insure their competitive position should investigate immediately the profit possibilities of Joleco Fluorescents. Your territory may still be open. Write today!

The ample soft, glareless light of Joleco Slimline Fluorescents in President Harold Sieben's office help simplify the problems of directing this aggressive, ultra-modern merchandising organization.

Interiors by Design, Inc., St. Louis

In the first floor main selling area, Joleco Slimline Fluorescents bring more than 70 footcandles of light to the merchandise level. Above and below the mezzanine 50 footcandles is maintained. Showcase fluorescents by Joleco increase selling effectiveness.

On the second floor where boats and large items are sold, surface-mounted Slimline Fluorescents maintain nearly 50 footcandles of light. In the third floor sport apparel department, sales are made under nearly 60 footcandles of light.

JOLECO
CORPORATION
Designers and Manufacturers
FLUORESCENT LIGHTING FIXTURES
2513-19 BALDWIN ST. ST. LOUIS 6, MO.

SPECIAL PURPOSE OUTLETS

THESE Outlets serve special purposes *in addition* to those served by ordinary receptacle types. Their *extra*-utility has durable basis in right design, rugged parts, reliable workmanship.

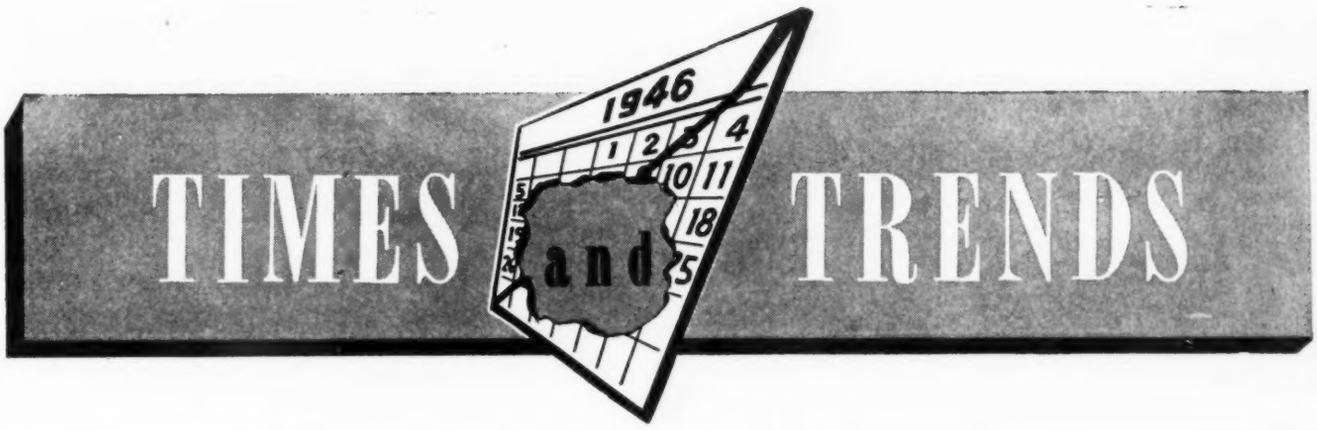
No. 7707,— Clock Hanger Outlet: Provides electrical connection and mechanical support for clock. No. 7792,—Weatherproof Receptacle with cadmium-finished brass plate, metal cap and weather-tight rubber mat. No. 7797,— Floor Outlet, with 2 threaded brass covers; one to shield plug cap and one to close outlet when not in use. No. 7750,— Fan Hanger Outlet: Provides mechanical support for fan, with electrical connection. No. 1914, — Duplex 2-circuit Receptacle; one circuit always "ON" for appliances, the other to be switch-controlled as for lamp circuit.

Ask for complete catalog listings of the types here shown as representative, as well as standard outlets and switches.

DISTRIBUTED THROUGH ELECTRICAL WHOLESALERS

HART & HEGEMAN DIVISION

THE ARROW-HART & HEGEMAN ELECTRIC COMPANY, HARTFORD, CONN., U. S. A.



Only Our Name Is Changed "With this, the first issue of the new year, we adopt our new name—ELECTRICAL WHOLESALING."

Those are the very words which started the leading editorial in the January 1932 issue of this publication when its name was being changed from "The Jobber's Salesman." And, little could those who then guided this magazine dream that the same words would be used again, quite appropriately, in the same spot fourteen years later.

Of course, this time we are not actually adopting a new name. Instead we are resuming the use of an old name, since from January 1932 to December 1937 this magazine was known as ELECTRICAL WHOLESALING. And, to be quite frank about it, to us the reasons why it was changed to WHOLESALER'S SALESMAN with January 1938 are still a complete mystery.

However, there is no mystery at all about the reasons that are now prompting us to go back to the former name.

People—and in that all-embracing term naturally we include manufacturers, wholesalers, dealers, and even librarians—after looking at the pretty pictures, don't seem to read anything on the cover of a magazine other than the name and the dateline. So—that line on the cover about the magazine being "For Electrical Wholesalers and Salesmen" generally has gone unnoticed, which fact fostered the assumption that this was a magazine for wholesalers and salesmen of anything.

We have received subscriptions from grocery wholesalers, dry goods wholesalers and whiskey wholesalers, from wholesalers of almost any other kind of product you can think of. We have received orders for advertising from jewelry, clothing and shoe manufacturers. Ambitious authors have tried to sell us articles about wholesaling canned fruits, cosmetics, fishing tackle and razor blades. Then, when a recent mail brought a letter from a fellow in Saskatchewan, wanting advice on starting a wholesale candy and notions place, we finally exploded. Something had to be done to eliminate the possibility of misunderstanding the name of this magazine.

The simplest course, that of adding the word "electrical" and making the name "Electrical Wholesaler's Salesman" was given but slight consideration, because this would expand further an already long and somewhat cumbersome name. It seemed obvious that the former name ELECTRICAL WHOLESALING should be resumed as it describes admirably the field covered by this magazine. Now this has been done.

NO OTHER CHANGES ARE BEING MADE, NOR ARE OTHER CHANGES CONTEMPLATED.

From its very inception this magazine has been dedicated to the task of helping the salesmen who represent electrical wholesalers do a more efficient and more effective job of selling those hundreds of different products, that the full-fledged electrical wholesaler carries in stock, to the users and installers of those products. We shall continue to hold our sights on those objectives.

That assignment constitutes a more strenuous and more complex task today than ever before, not merely as the result of the growth and natural evolution of the industry but particularly because of the changes, the new factors and elements that have emerged out of the cauldron of our recent past—World War II. We shall keep step with current changes and trends to make this magazine of highest possible helpfulness and value to its readers.

The electrical wholesaler came through that period with flying colors and is established today more firmly than ever before as an economical and efficient channel of distribution. The salesmen representing those electrical wholesalers throughout the country also built up an enviable record of expediting and servicing war industries during the emergency, and they have demonstrated beyond all doubt the importance and value of their function. In the future, as in the past, our editorial contents will be designed to assist both wholesalers and salesmen in consolidating their position in the industry through the high quality of their service.

It is well to recognize that neither the wholesalers nor their salesmen can afford long to rest on the laurels won in the past. A new day has dawned and we are standing at the threshold to a new era.

It would be folly to predict and it is too early to discern the changes that this new, this postwar era can bring about. We are certain, however, of one thing; that is: There will be changes; how big, how little, how drastic—no one knows, but we expect to record them and interpret their significance to our readers.

We are certain that in the period ahead the electrical

(*Continued on page* 43)

Freddy Firefly *presents the* SUPER HI-LITE

THE SUPER HI-LITE

- for office, drafting-room, laboratories, schools and institutions.
- 48" horizontal type, 4-light unit with louvred bottom and side ceramic coated glass panels.
- for flush-mounting or suspension hanging . . . single or continuous row.
- send for illustrated catalog sheets which include the Super Hi-Lite.

ANOTHER QUALITY PRODUCT FROM THIS FAMOUS LINE

Freddy Firefly glows with pride . . . each new fixture starts off the production line . . . for each is "Made Right . . . Priced Right . . . Sells Right".

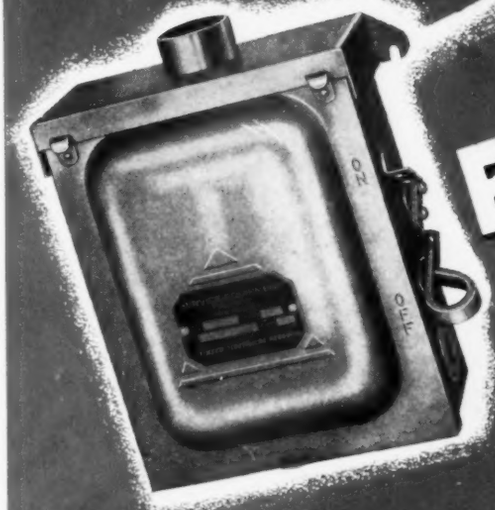
No wonder the Firefly line is already famous . . . for Quality speaks loud and long in the competitive market.

Deliveries now are good and our definite policy of selling only to accredited Electrical Wholesalers affords them complete protection. All inquiries from contractors are referred to their nearest jobbers.

KAHN MFG. CO. INC.

2031 NORTH 19TH STREET . . . MILWAUKEE 2, WISC.

Formerly Plasmo Products, Inc.



ENCLOSED SWITCHES

- Complete line, ranging from 30 to 1200 amperes, 600 volts and less.
- Rugged, long-wearing construction fine appearance.
- Complete safety of operation.

ENCLOSED BREAKERS

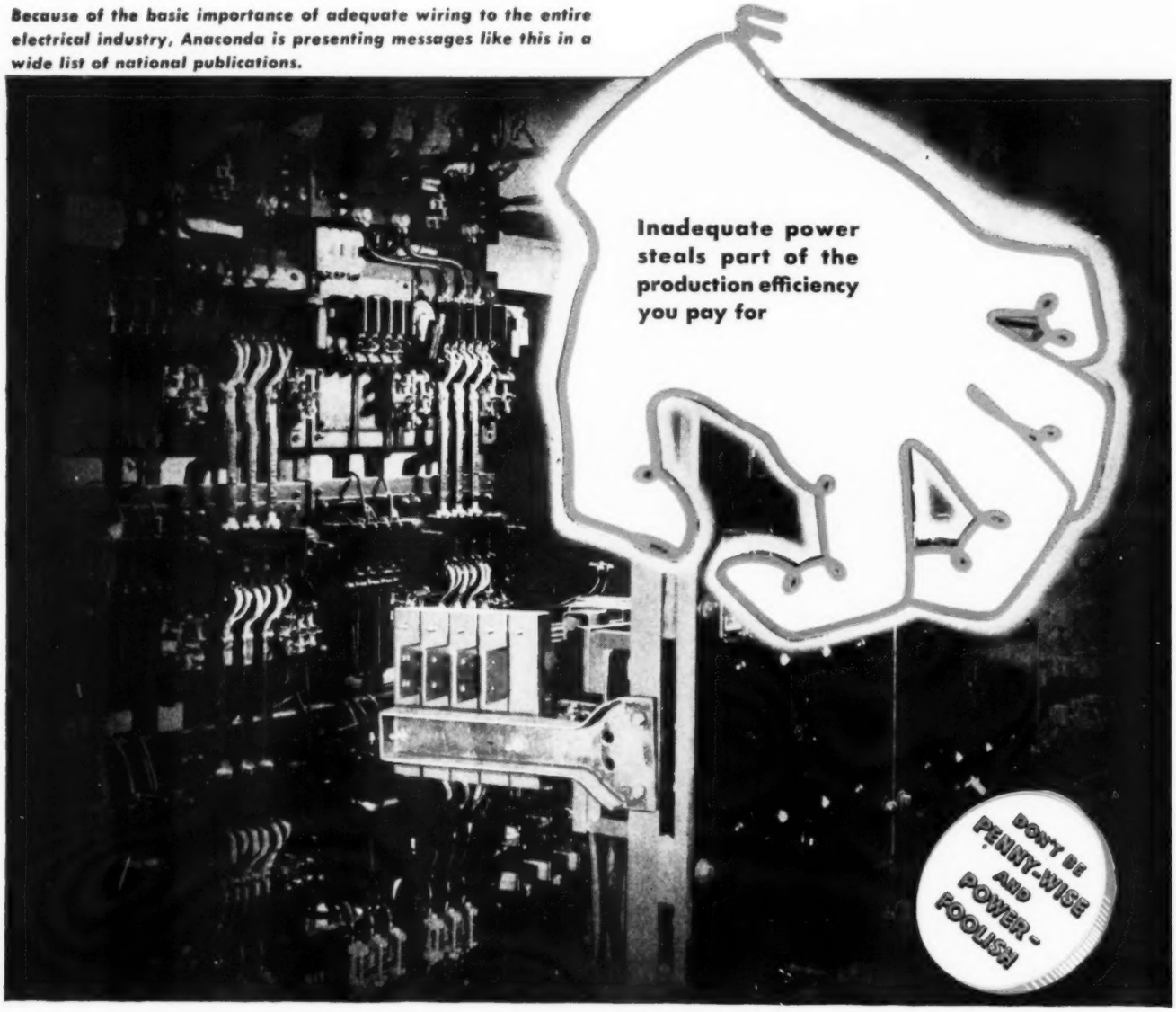
- All ratings available 15-600 amperes, 600 volts, A.C. 250 volts D.C. and less.
- Quick make, quick break.
- Enclosures to meet all NEMA requirements.

Linsco

Manufactured by
ZINSCO ELECTRICAL PRODUCTS
LOS ANGELES, CALIF.

FOR FULL INFORMATION WRITE FOR BULLETIN No. 100

Because of the basic importance of adequate wiring to the entire electrical industry, Anaconda is presenting messages like this in a wide list of national publications.



Backward wiring handicaps advanced equipment

...Wire ahead

DON'T HOBBLE new, improved equipment for the sake of saving a few extra dollars worth of wiring.

Remember, to get peak efficiency from postwar production equipment wiring must come first—foresighted wiring to provide for greatly expanded power needs to come.

Check your wiring plans now. Avoid costly alteration shutdowns later. Call in your consulting or plant power engineer, electrical contractor or power salesman. Hear what *they* say about the wisdom of soundly planned wiring and service equipment. Anaconda Wire & Cable Company, Subsidiary of Anaconda Copper Mining Company. General Offices: 25 Broadway, New York City 4. Chicago Office: 20 North Wacker Drive 6. Sales Offices in Principal Cities. 46809

✓ *Check your wiring plans before they check you!*

ANACONDA **ANACONDA WIRE & CABLE COMPANY**

(*Continued from page* 39)

wholesaler will be able to maintain and strengthen further his position in the industry only so long as he continues to provide distribution of electrical products—at the wholesale level—more efficiently and economically than any other agency.

Selling constitutes the very first and indispensable step in the distribution of any product. If the farmer does not make a move to sell, he will have his crops rot on his hands. If the manufacturer does no selling, his products will pile up on his shipping platform and eventually become useless.

If a wholesaler fails to maintain and support an alert and continuous sales and service effort in his territory he cannot hope to retain the confidence and cooperation of the manufacturers who are expecting him to provide local distribution for their products. As a matter of fact, a wholesaler whose very existence is justified merely by his expertness in performing a series of functions, cannot exist unless, first of all, his salesmen know how to sell—sell—sell.

Twenty-six years ago, in the first issue of this publication, its founder, Howard Ehrlich, proclaimed that it should be *"a magazine of the salesmen, by the salesmen and for the salesmen—and nothing else."*

As we resume the name ELECTRICAL WHOLESALING, we rededicate ourselves to a continuing fulfillment of that pledge.

★

Tape The Surplus Property Division is selling 8 million rolls of friction tape and 2 million rolls of rubber tape. According to the release, the tape was made by various manufacturers "during 1942, 1943, 1944 and 1945" and "it is being sold 'as is' f.o.b. location."

Need we say more?

★

Co-ops From Kansas City it is reported that the Consumers Cooperative Association has bought still another oil company, giving it control of 436 oil wells. The CCA already owns three oil refineries, a large lumber mill, two food canning plants, a dehydrating plant, several feed mills and a paint and grease factory. It serves 907 member-cooperative associations in approximately nine Midwestern states.

If tax-exempt organizations keep on growing, the time must come when tax-burdened private enterprise in the coop-invaded fields will find it difficult to survive. The fact that the supreme court has just ruled that business enterprises conducted by State government must pay taxes is encouraging. Unquestionably the time is not far off when these who suffer from tax-exempt business competition will want to have the supreme court rule on the co-op phases of tax equality.

Meanwhile the report of the Cooperative League of the U. S. A., to the effect that consumer cooperatives in this country had a record year in 1945, with an estimated sales volume of $1,000,000,000, makes us wonder how many wrecks of tax-burdened independent business enterprises lie strewn along the road to that record.

Pricing Angle Recently the OPA issued Order No. 94 under SO-94 to cover maximum prices on approximately 5,600 new Magic-Air vacuum cleaners that the Reconstruction Finance Corporation wishes to sell at San Antonio, Texas.

Wholesalers will have to pay $17.87 for those cleaners, f.o.b. shipping point, and they get a twenty percent mark-up allowed, so that dealers will have to pay $21.45 f.o.b. shipping point. Then dealers get approximately sixty-six percent mark-up to a fixed ceiling price of $35.75, or figuring it the other way, the dealer gets 40 percent off the established "list" price.

It's too bad that the various government agencies that have their finger in the pricing pie can't work together.

★

Lumber Last official report on lumber inventories showed that already deplorably low stocks had been depleted from 4.1 to 7.4 percent during the month.

Meanwhile, the National Association of Manufacturers reports that last year we shipped enough lumber abroad to build from 75,000 to 100,000 homes. Those millions of board feet of lumber went to Spain, Australia, Africa and South America *under* Government licenses issued by the Foreign Economic Administration.

Obvious question: Why didn't we keep that lumber at home where it's sorely needed?

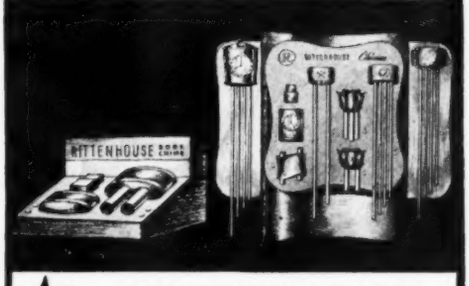
Odious answer: The lumber producers could get higher prices abroad than those set by OPA for domestic consumption.

EDITOR

Write FOR YOUR COPY OF THIS VALUABLE CHIMES MERCHANDISING BROADSIDE today!

NATIONAL MAGAZINES
. . . to tell the Rittenhouse Chime story to millions of America's consumers—wherever they live.

SUNDAY NEWSPAPERS
. . . advertisements in leading key-city Sunday Magazines—for immediate sales volume.



EXPERTLY DESIGNED DISPLAYS
. . . for sales-floor, window and counter use. Colorful, compelling and prospect-stoppers.

Here's the ALL STAR

RITTENHOUSE CHIME MERCHANDISING STORY . . .

RITTENHOUSE—top name in the electric door chime industry—has stepped on the starter! Production of those models which will have the widest and most immediate ready sale because of their design and price appeal is going ahead at full speed. Other models will be made available just as rapidly as maximum production effort permits.

Never before have electric door chime sales prospects reflected such glowing profit opportunities for electrical appliance wholesalers and dealers—*in every community.* And, timed perfectly to your sales efforts, millions are already seeing the strong, consumer-attracting Rittenhouse advertisements in leading National Magazines—and in big-circulation, key-city Sunday Newspaper Magazines.

In words and pictures, the Rittenhouse Broadside tells the story of a skillfully planned, up-to-the-minute merchandising program to make Rittenhouse Chimes the fastest selling, most profitable and appealing line of electric door chimes ever presented.

Expertly engineered to afford new mechanical features that make possible undreamed-of tone richness and backed by the hardest hitting sales and advertising set-up in the history of chime merchandising, Rittenhouse gives you everything that makes for record sales and profits.

Send for this Rittenhouse Broadside now. Note the striking beauty of the ten new 1946 models styled by America's famous designer-stylist Norman Bel Geddes. Go over the important consumer-appealing Rittenhouse mechanical features. Weigh the sales power of the tremendous circulation, prestige-creating publications Rittenhouse is using to help you sell.

Join the Rittenhouse "Parade of Stars." Write us—TODAY.

Watch for Rittenhouse advertising in America's leading consumer magazines!

Rittenhouse *America's Finest Chime Signals*

THE A. E. RITTENHOUSE COMPANY, INC., HONEOYE FALLS, NEW YORK

INCENTIVES FURNISH THE DRIVE

THE COMING YEAR, 1946, and the years to follow can bring unprecedented prosperity to the people of the United States if the incentives to secure it are provided.

We have the advantage of starting with an economy which has demonstrated a capacity for expansion unequalled in any other country in the world. Our economy has demonstrated, also, one grave weakness—a recurring interruption of the upward trend of production and living standards by wasteful and paralyzing periods of recession. Recovery from each depression always has carried us to new heights of economic welfare, but the toll of the years of blight has been harmful to everyone.

The job ahead of us is a dual one. We must maintain the vitality of an economy which, over the years, has yielded an enormous increase in the American standard of living, and we also must improve its stability.

The Dynamics of American Production

In the last prewar year, 1940, the population of the United States was 3⅓ times as large as it was in 1870. But the national production, measured in dollars of constant purchasing power, was 10 times as large at the end of the period, and industrial output had increased 20-fold.

In the meantime, the average number of hours of factory workers had been reduced from about 63 per week in 1870 to less than 40 in 1940, while average hourly earnings had more than trebled in dollars of constant purchasing power. Thus "real" weekly or annual wages in manufacturing had doubled over the 70-year period, even though the work-week was cut by 35 per cent. This was made possible chiefly by a tremendous increase in the quantity and quality of the mechanical facilities which were provided in American manufacturing industry. Manufacturing capital investment per worker was multiplied by 6 times over the period in question. But the return per dollar invested, while it has fluctuated widely between good years and bad, showed no general upward trend over that portion of the period for which measurement is practicable.

Incentives in American Manufacturing

There has been, historically, a remarkably consistent pattern in the division of the realized income from the expanding manufacturing output of America. Reliable statistics are not available for as far back as 1870, but from 1899 through 1939 the average share of wages and salaries has been 82½ per cent against 17½ per cent as the share to investors (including dividends, interest, rents, royalties, and non-corporate profits). There have been, from year to year, relatively minor divergences from this pattern of distribution, but there is no discernible trend during the period away from the averages cited.

It is suggested that the persistence of the average 17½ per cent share of realized income from manufacturing that was maintained for the 40 years preceding World War II may represent the proportion that is needed to produce the dividends, interest, rents, royalties, and non-corporate return that will provide for the continuing investment upon which an expanding productivity such as we have had in the past depends. At any rate, it would seem reckless to depart too radically from such an established pattern at a time when unprecedentedly large private capital investment is counted on to make up for the drastic curtailment of such investment during the war years, and to carry us to the new high levels of civilian production set as our postwar goals.

The Distribution of Manufacturing Income in War

At the beginning of the war, the Government adopted controls and a tax program designed to prevent wartime activity from resulting in un-

FIRST ON THE MARKET!

NEW

Compco

FLUORESCENT

LAMP & STARTER

TESTER★

★ TESTS ALL STANDARD SIZE LAMPS

Here it is—the tester you've been waiting for. The instrument that can test *all* standard size lamps, eliminating guesswork in determining the operating ability of fluorescent lamps and starters. In the brief space of a minute you or your customers can test: 14 watt—15″ length; 15 watt—18″ length; 20 watt—24″ length; 30 watt—36″ length; 40 watt—48″ length. Anyone can operate the Compco tester . . . it does the job quickly and accurately.

★ TESTS STARTERS

Starter socket on the same instrument board enables you or your customers to test FS-2 for 14, 15, 20 watt lamps, FS-4 for 30 and 40 watt lamps, and "No-Blink" Starters.

★ EVERY CONTRACTOR, ELECTRICIAN, AND MAINTENANCE MAN

should own a Compco Tester. Its time-and-money-saving features, besides the elimination of guesswork in fluorescent tube handling make the Compco Tester a "must" for you.

★ HANDY COUNTER SIZE 5½″ x 11″

Shipping weight only 5 lbs.

COMPLETELY SELF-CONTAINED UNIT

Manufactured by

COMPCO CORPORATION

2251 W. St. Paul Ave., Chicago 47, Illinois

Formerly

COMMERCIAL METAL PRODUCTS COMPANY

SOLD EXCLUSIVELY THROUGH WHOLESALE DISTRIBUTORS

duly swollen private returns. Due primarily to huge volumes, the profits *before* taxes of manufacturing industry were very high, but throughout the war its profits *after* taxes averaged returns no larger than they had been in good prewar years. Relative to volume, they were considerably lower than in prosperous years in the past. Again, there can be no complaint at results that generally were in accord with a national wartime policy.

But it is fair to note that the wages of manufacturing labor were allowed to increase substantially during the war. Between January 1, 1941 and April, 1945, average weekly earnings per worker increased by 77 per cent. This was, in considerable part, a result of increased working hours and a shift from low- to high-paid industries, but straight-time hourly earnings on the same jobs increased about 40 per cent against a cost-of-living rise of about 30 per cent.

The net result was to alter drastically the 40-year relationship of the 17½-82½ per cent division of Realized Income from Manufacturing. The share of wages and salaries increased to over 90 per cent, and the investment share shrunk to less than 10 per cent.

Its Postwar Distribution

This wartime shift in the proportion of distributive shares has an important bearing upon current wage controveries. With union demands for wage increases ranging up to 30 per cent, and the economists of the Office of War Mobilization and Reconversion asserting that an average increase of 24 per cent is feasible without raising prices, it is pertinent to inquire how such increases would affect the prewar ratios that governed realized income distribution in manufacturing.

Forecasting is always hazardous, but if we assume (1) that in 1946 we shall reach the $160 billion level of national output which the Government proponents of general wage increases expect, and (2) that there will be little increase in productivity because of the continuing process of reconversion, and (3) that the Government will succeed in carrying its announced purpose to maintain present price ceilings, it appears that a 24 per cent general wage increase would reduce the share going to capital from 17½ per cent to 11 per cent even allowing for its increased return resulting from the repeal of the excess profits tax. The prewar ratios would be about maintained if wages remained at present levels.

Conclusion

Since the maintenance of these prewar ratios was accompanied by an unparalleled rise in the "real wage" of American workers, there is a powerful prima facie case for not tinkering with them. It should be noted, however, that some economists think that the size of the investment share of manufacturing income tends to provide more capital than can be absorbed by a mature economy, and thus contributes to those breaks in the expansion of the economy which, as stated at the outset, have been its principal blight.

Regardless of what may ultimately prove to be the validity of this view, no one can responsibly contend that at this early but crucial stage in the reconversion process is the time to test it. Now, no one knows whether, or what dimension of, additional wage increases can be supported without forcing up prices or reducing profits to a point that will discourage vitally needed private capital investment.

We want high and increasing wages in American manufacturing. We need them to provide an active incentive to workers to support expanding productivity, as well as to continue the trend of rising living standards in America. Equally, we need a continuing profit incentive of sufficient attractiveness to call forth the new investment upon which expanding productivity depends.

We can never attain our dual objective if we push one of these aims so far and so fast that it defeats the other.

President, McGraw-Hill Publishing Co., Inc.

THIS IS THE 43RD OF A SERIES

ADDRESS REPLY TO
BUREAU OF ORDNANCE, NAVY DEPARTMENT
AND REFER TO

NAVY DEPARTMENT
BUREAU OF ORDNANCE
WASHINGTON 25, D. C.

P15
(Ad5)

September 26, 1945

Sirs:

It is my great pleasure to announce the award of the Bureau of Ordnance "E" to your company and to other firms who participated in one of the most important of our wartime ordnance projects — the successful development and manufacture of the VT fuze.

The Bureau of Ordnance has never underestimated the value of your services and has regretted the necessity for maintaining secrecy on your product throughout the war and even beyond that, so long as there remained any doubt that security restrictions could be lifted with safety. Maintenance of these security safeguards unfortunately has prevented the award of the Army-Navy "E" to producers of the VT fuze who otherwise would have been eligible for consideration. We have appreciated your understanding of the reasons why your excellent production job had to be performed behind a veil of secrecy.

Now that the story can be told, the Bureau of Ordnance wants to recognize publicly the importance of the part you have played. The Bureau of Ordnance "E" is being revived exclusively as a means of paying proper tribute to the Navy contractors who worked on the VT fuze.

Each plant receiving the award will be furnished with a Bureau of Ordnance flag, a Navy "E" pennant and "E" buttons in sufficient quantity to supply all workers who assisted in making the VT fuze. In the case of plants which would have been eligible for renewal awards, stars will be affixed to the pennants, one for each six months of eligibility.

Please inform the Bureau where your flags should be shipped and how many pins are desired. You will be informed of the probable delivery date of these items.

The Bureau of Ordnance is grateful for your devoted efforts and is happy to congratulate you on the excellence of your performance of a wartime task of the first magnitude. A hearty "Well Done!"

Sincerely yours,

O. F. HUSSEY, Jr.
Rear Admiral, U. S. Navy
Chief of the Bureau of Ordnance

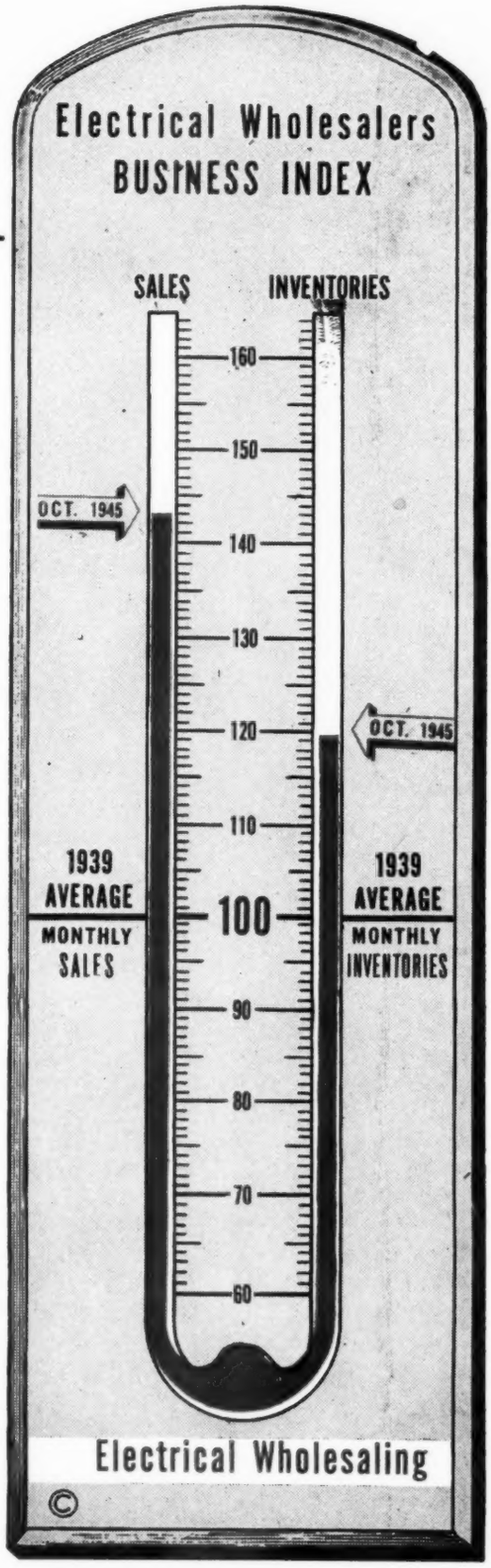
Jefferson Electric Company
Bellwood, Illinois

The part made at the Jefferson Electric plant is designated the Mercury Unshorter Switch. This was developed to prevent muzzle bursts (premature explosion) for the protection of the gun crew and yet close the circuit quickly to operate the device. In all, 12 types or sizes of mercury switches were manufactured, and special techniques were developed to achieve huge production rates while conforming to the most precise tolerances. We are proud to have performed such an important service in this vital ordnance project.

JEFFERSON ELECTRIC

ELECTRICAL WHOLESALING

FORMERLY WHOLESALER'S SALESMAN



Business Index
For the Month of October 1945

SALES Sales of electrical goods through wholesalers in October recovered nicely from the slight decline registered in the previous month, reaching 142 percent of the 1939 average monthly level. Compared with September, this represented an increase of 8 percent in dollar sales volume.

In normal peace-time years, such an increase in October would have indicated the seasonal flow of goods to dealers for the Christmas trade. However, as appliances, Christmas tree sets, etc., did not move from manufacturers to wholesalers in quantities sufficient to make any noticeable increase in volume for the wholesaler during the 1946 holiday season, most of the increase in volume for the month is attributable more likely to the demand for industrial supplies as many factories were in the process of reconverting.

INVENTORIES Showing a spurt above even the good level of recent months, wholesalers' inventories of electrical goods were reported at 118 percent of the 1939 monthly average. This is the highest point reached by wholesalers' stocks since August, 1942, and equals the average shown during 1940.

To some extent this increase can be considered the result of the electrical manufacturers now being able to ship to wholesalers without some of the restrictions which had resulted from the war needs. Added factors in the increase in wholesalers' inventories would be the ever-increasing trend toward delivery out of warehouse stocks, plus the result of a small decline in wholesalers' sales during the previous month.

COLLECTIONS Collection percentages for October, 1945, were 93 percent, an increase of 4 percent from the previous month, and 8 points above the collection figure for October, 1944.

SOURCE The figures we use as basis for these monthly comparisons of performance in the electrical wholesaling field are collected and compiled by the Bureau of the Census of the U. S. Dept. of Commerce.

Again
PREPARED TO SERVE YOUR EVERY
ELECTRICAL WIRE AND CABLE
NEED...
GENERAL CABLE
GENERAL CABLE
ROLL THIS WAY
GUARDIAN
BUILDING WIRE

WHICH OF THESE PRODUCTS DO YOU USE?

Cut Out and File for Future Reference

ASBESTOS WIRES AND CABLES

BARE AND TINNED COPPER WIRE
Solid and Stranded, Copper Covered Steel Wire, Trolley Wires, Segments and shapes.

BUILDING WIRES
Rubber, Braid and Lead, and Synthetics, all types.

CONTROL CABLES
Rubber, Braid, Lead, Steel, Armored and Non-metallic Railway Signal Cable, Fire Alarm Cable, Switchboard Cable.

CORD SETS

FIXTURE WIRE

HEAVY DUTY PORTABLE POWER & CONTROL CABLES
Welding Cables, Mining Machine Cables, Dredge Cable.

FLEXIBLE CORDS
All Types.

NON-METALLIC SHEATHED (ROMEX)

PAPER POWER CABLES
Belted or Shielded, Gas Filled Cables, Oil Filled Cables.

RADIO WIRES AND MICROPHONE & HIGH FREQUENCY CABLES

RUBBER POWER CABLES
Braid, Lead, Steel Armored, and Non-metallic.

SERVICE ENTRANCE, SERVICE DROP CABLE

TELEPHONE WIRES AND CABLES
Rubber Insulated, Paper Insulated.

VARNISHED CAMBRIC WIRES AND CABLES

WEATHERPROOF WIRE
Slow Burning.

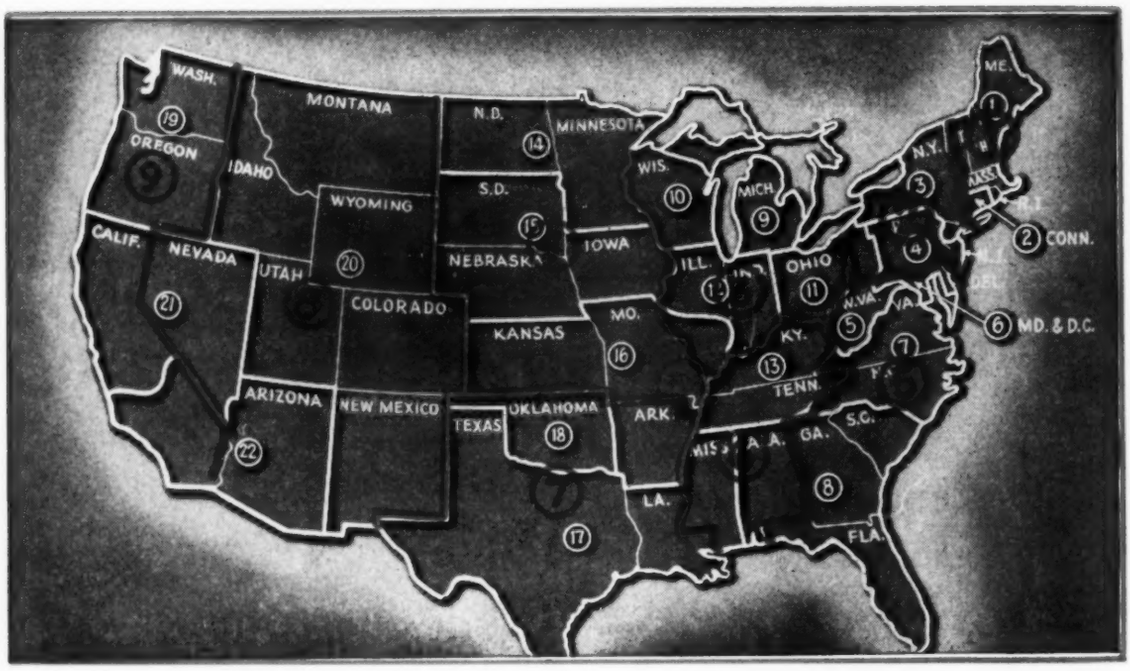
X-RAY CABLE

and . . . Electrical Wires & Cables to your specifications

See your phone book for complete address of our sales office in the cities listed below.

GENERAL CABLE
CORPORATION

Headquarters at 420 Lexington Ave., New York 17, N Y General Cable Corporation Sales Offices are located at: Atlanta, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Houston, Kansas City, Los Angeles, New York, Philadelphia, Pittsburgh, Rome, N. Y., St. Louis, San Francisco, Seattle, Washington, D. C.



Electrical Wholesaling BUSINESS INDEX

REGIONAL ANALYSIS

OCTOBER, 1945

Figures in this table apply to the geographic divisions as outlined and numbered in color on map above

SALES: October 1945 Compared in % with Sept. 1945	SALES: October 1945 Compared in % with Oct. 1944	Trading Region (See Map)	INVENTORIES: October 1945 Compared in % with Sept. 1945	INVENTORIES: October 1945 Compared in % with Oct. 1944
118	103	1	109	150
106	103	2	101	140
110	139	3	112	168
121	156	4	107	133
102	101	5	118	148
104	139	6	125	117
107	151	7	113	167
105	153	8	122	159
104	90	9	106	138
108	**115**	FOR **U.S.A.**	**109**	**149**

ALTHOUGH wholesalers in each of the nine regions reported gains in sales in October compared with September, the increases were not evenly distributed. Differences ranged from 6 points below the average for the country to 13 points above.

Whereas most of the sizeable monthly increases in volume evidently were the result of stepped up industrial activity due to the needs of general industrial reconverting activities during October, the greatest gain was that of 21 percent reported from wholesalers in the predominantly agricultural states of the West North Central region. The gain in that region, however, is not unusual in a month when farming income is usually very high.

After suffering severe declines during September, the industrial states of New England and the Middle Atlantic region reported increases that gave evidence of accelerated industrial buying in those states.

Lagging somewhat behind the other regions in wholesalers' sales during October were the states of the South Atlantic region. As this is the second successive month when such a situation has been reported, it is likely evidence that cutbacks in war activities in those states are having a more direct effect, as the loss from that direction is not offset by increasing needs for reconversion. Probably the majority of plants in that area could switch from war to peace production without meeting serious reconversion problems.

Inventories also were unevenly distributed among the nine regions, with the largest monthly increases in stocks being reported from region 5, where sales are slow, and regions 6, 7 and 8, all predominantly agricultural states. Wholesalers in region 3, the East North Central states reported increases in stocks considerably above the increases reported from the other industrial areas.

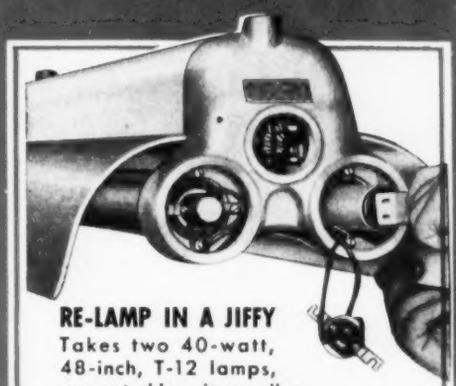
MARVEL OF SIMPLICITY

Skilful Design Cuts Costs in New, Exclusive...

Approved for All Class I, Groups C and D Class II, Groups E, F and G Hazardous Locations

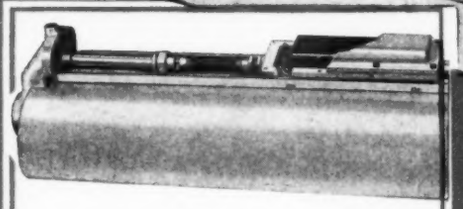
LINE CONNECTION IS EASY

End view with explosion-proof screw covers removed. Connecting block in upper hole simplifies installation. No other connections are made on the job. Lower holes show easily accessible starters, which can be replaced without removing lamps.



RE-LAMP IN A JIFFY

Takes two 40-watt, 48-inch, T-12 lamps, supported by wire cradles in tightly-sealed explosion-proof Pyrex tubes. Cradles seat lamps easily at far end. Special tool furnished for engaging electrodes in handling lamps.



BALLAST QUICKLY ACCESSIBLE

Mounted in explosion-proof housing at center of unit, under outer dust cover. Easily reached when replacement is necessary. Flexible coupling relieves any possible strain on Pyrex tubes. Highly-efficient, baked white enamel reflectors easily removed for washing.

APPLETON *Explosion-Proof* FLUORESCENT FIXTURE

Simple, low-cost installation and quick, easy maintenance are part of the design of the new Appleton Explosion-Proof Fluorescent Lighting Fixture. They're *built-in!*

Now, oil refineries, chemical plants, hospital operating rooms, grain elevators and other hazardous locations may have the advantage of fluorescent lighting. Allowing for the fact that all wiring must be tightly enclosed to guard against explosion, every operation in installation and maintenance is as simple as with ordinary fluorescent equipment. Additional maintenance cost is no factor.

Skilful Appleton engineering, so marked in this recent Appleton achievement, is common to all Appleton products—"Unilets," both regular and explosion-proof; lighting fixtures; conduit fittings; outlet and switch boxes. All of the thousands of types are carefully designed to install easily, to stand up on the job, to give maximum low-cost service.

Look carefully at the illustrations above, they'll tell you, *plainly,* why Appleton Explosion-Proof Fluorescent Lighting Fixtures should be in every hazardous location — why it's wise, *on every call,* to sell Appleton equipment—"STANDARD FOR BETTER WIRING!"

Sold Through Wholesalers

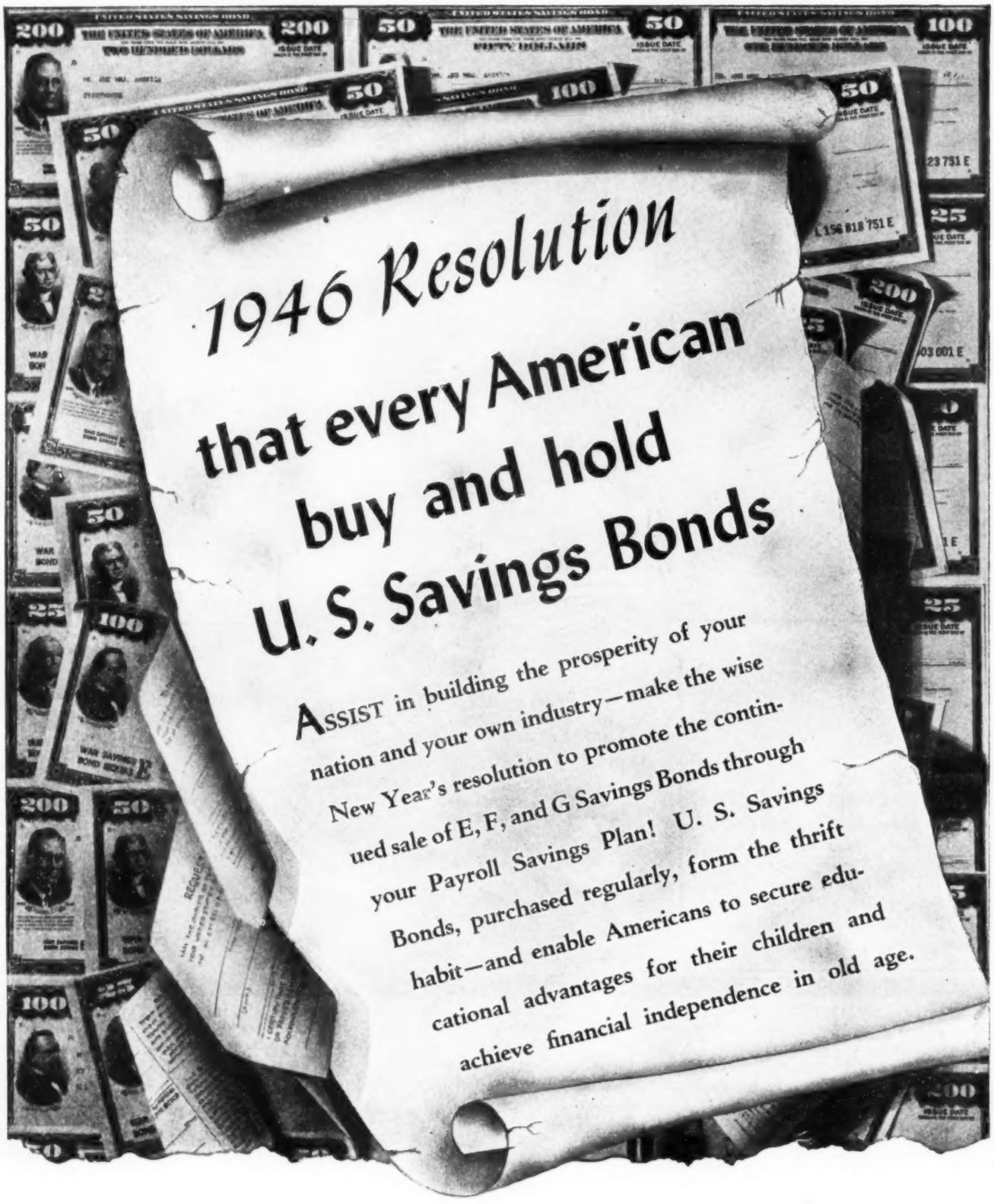
APPLETON ELECTRIC COMPANY
1734 WELLINGTON AVE. • CHICAGO 13, ILLINOIS

Branch Offices: NEW YORK, 76 Ninth Ave. • DETROIT, 7310 Woodward Avenue • CLEVELAND, 1836 Euclid Avenue SAN FRANCISCO, 655 Minna Street • ST. LOUIS, 420 Frisco Bldg. • LOS ANGELES, 100 N. Santa Fe Avenue ATLANTA, 203 Luckie Street, N. W. • BIRMINGHAM, 6 N. Twenty-first Street • MINNEAPOLIS, 305 Fifth Street, S. PITTSBURGH, 418 Bessemer Building • BALTIMORE, 100 East Pleasant Street • BOSTON, 10 High Street DENVER, 1536 Sixteenth St. • PHILADELPHIA, 1217 Race St.

Resident Representatives: Cincinnati, Dallas Kansas City Milwaukee, New Haven, New Orleans, Seattle

APPLETON

CONDUIT FITTINGS • OUTLETS AND SWITCH BOXES • EXPLOSION-PROOF FITTINGS • REELITES


1946 Resolution
that every American
buy and hold
U. S. Savings Bonds
ASSIST in building the prosperity of your nation and your own industry—make the wise New Year's resolution to promote the continued sale of E, F, and G Savings Bonds through your Payroll Savings Plan! U. S. Savings Bonds, purchased regularly, form the thrift habit—and enable Americans to secure educational advantages for their children and achieve financial independence in old age.

The Treasury Department acknowledges with appreciation the publication of this message by

Electrical Wholesaling

This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and War Advertising Council

Any way you look at it . . .

TOASTMASTER TOASTER IS 1st

First in PRODUCTION: Within 24 hours after V-J Day. "Toastmaster" had begun to reconvert . . . a flying start whose pace has been maintained—and will increase as "Toastmaster" swings into the job of producing many more toasters than ever before. Get set to sell *plenty* of them.

First to DELIVER: Because a toaster on your counter is worth ten *on paper*. "Toastmaster" hustled out the industry's first shipments of new models. Not in large quantity at first but enough to provide samples for display, to help you obtain orders for future delivery.

First in ADVERTISING: "Toastmaster" toaster advertising has always done the biggest, most consistent, best selling job—for you. It's doing that now with millions of messages monthly in *Life, Post, Collier's, Good Housekeeping, True Story, Parents'* and *Bride's Magazine.*

First in ACCEPTANCE: On the word of men like you, "Toastmaster" makes the *one* toaster that folks ask for *by name.* From the record, *more "Toastmaster" automatic toasters have been sold than all other makes combined!* Such strong, active preference is half the battle as you know.

First in PROFIT POSSIBILITIES: Put the foregoing *firsts* together and you have the basis for *more* "Toastmaster" toaster sales. Sell *more* quality toasters at the price that quality earns and that adds up to more *profit!* Any way you look at it, the outlook is bright for "Toastmaster"* distributors and dealers.

TOASTMASTER *Automatic Toasters*

*"TOASTMASTER" is a registered trademark of McGraw Electric Company. Copr. 1946, TOASTMASTER PRODUCTS DIVISION, McGraw Electric Co., Elgin, Ill.

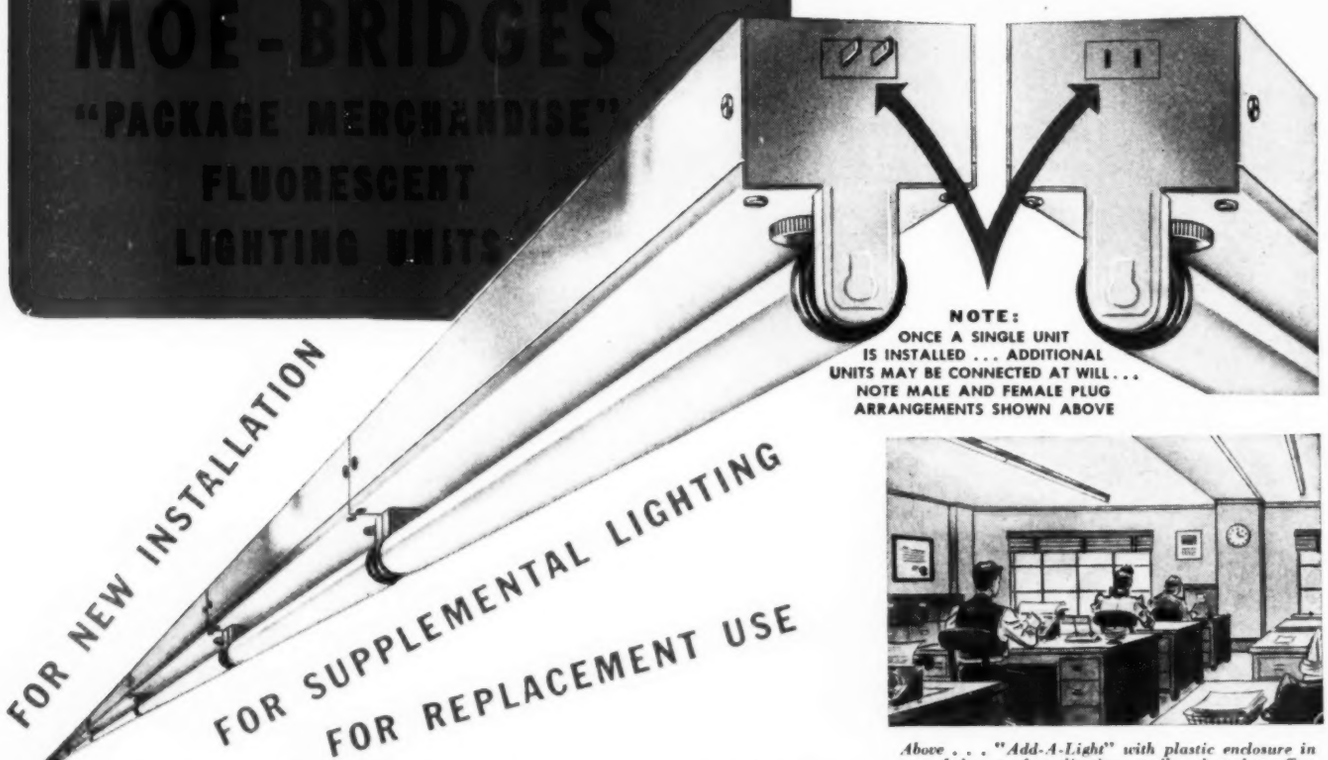
"ADD-A-LIGHT"

The New MOE-BRIDGES "PACKAGE MERCHANDISE" FLUORESCENT LIGHTING UNITS

★ ★ ★

"Add-A-Light" can be installed anywhere without regard to existing outlets. Basic strips and attachments come in convenient 24, 48 and 96 inch lengths.

Moe-Bridges built-in quality throughout, with Underwriter approved ballasts, starters, and lamp holders.

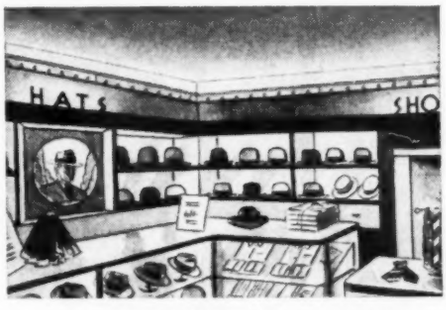


NOTE:
ONCE A SINGLE UNIT IS INSTALLED . . . ADDITIONAL UNITS MAY BE CONNECTED AT WILL . . . NOTE MALE AND FEMALE PLUG ARRANGEMENTS SHOWN ABOVE

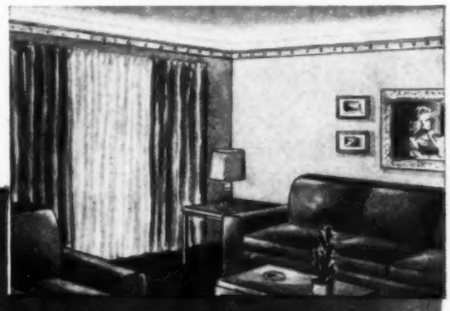
Above . . . "Add-A-Light" with plastic enclosure in one of dozens of applications easily adapted to office, store, or residential lighting.

IN HOME, OFFICE, STORE OR FACTORY

● Retail stores that want to market fluorescent lighting units in the same simple manner as they sell portable appliances will find "Add-A-Light" the ideal answer to their problem. "Add-A-Light" is easy to sell because there are so many requirements in home, store and office lighting that it will fulfill. It is equally as efficient for complete new installations . . . the replacement market . . . or as a supplement to existing equipment. "Add-A-Light" is easy to install because any existing outlet in a room serves one or a dozen units . . . it can be mounted on picture hooks or permanently installed with wood screws . . . it can be connected vertically or horizontally on walls, on ceilings, over doors and windows . . . it can be connected as an individual unit, to completely encircle a room, or extend the full length of a building. "Add-A-Light" is simple to stock and cuts down inventories, because there is only one basic strip . . . with separate reflector and shade attachments to complete the line. Dealers who want to do a real "package merchandise" lighting job without the usual complications are requested to ask their Jobber for information on "Add-A-Light"—It's really something new.



Above . . . "Add-A-Light" with ornamental louvre attachment for decorative lighting in stores, beauty shops, homes, etc. One outlet handles entire installation.



MOE-BRIDGES Corp.

SHEBOYGAN, WISCONSIN

Electrical Wholesaling NEWS

David E. Harris, Wholesaler, Honored With McGraw Medal

San Francisco wholesaling executive is first in his field since 1928 to receive Award and Medal for Cooperation. Is active in Pacific Coast organizations

FOR the first time since 1928, and the second time in the 20 years that the James H. McGraw Award has recognized men in the electrical industry for their constructive thinking in the advancement of that industry, an electrical wholesaler has been awarded the coveted Medal for Cooperation.

David E. Harris, vice president of the General Electric Supply Corporation, San Francisco, was presented with the 1945 Award and Medal on December 28 at a dinner meeting given under the auspices of the San Francisco Electric Club and the Pacific Coast Electrical Association at the Palace Hotel in San Francisco.

In selecting this wholesaler as the 1945 Medalist, the judges and the Committee of Awards stated that they were recognizing Mr. Harris' 40 years of "active participation in the Pacific Coast electrical industry cooperative efforts including the first convenience outlet campaign, the forerunner of national adequate wiring activity, and the uniform electrical code and the unsafe appliance ordinance, both of which have been adopted by more than 80 California communities.

Organized Many Groups

"For more than a quarter of a quarter of a century, Mr. Harris has been a sparkplug of industry cooperation in his area, having been a member of the organizing groups for all major California electrical cooperative movements and continuously on their boards of directors."

The James H. McGraw Awards for Electrical Men were established in 1925 by Mr. McGraw, founder of McGraw-Hill Publishing Company, publishers of *Electrical Wholesaling*, to encourage constructive thinking for the advancement of the electrical industry. In addition to the Medal for Cooperation, which Mr. Harris is the seventeenth to receive, there are medals for contributions in the fields of electrical manufacturing, electrical contracting and electrical wholesaling. The only other wholesaler to receive the Medal for Cooperation, Henry H. Courtright, also was a Pacific Coast wholesaler.

The judges who voted the medal to Mr. Harris were: W. J. Kranzer, Crannell, Nugent & Kranzer; N. J. MacDonald, Thomas & Betts Company; Howard L. Miller, Utilities Engineering Company; L. A. Scofield, Consolidated Edison Company of New York; and S. B. Williams, editor of "Electrical World" and secretary of the Committee of Awards.

At the presentation of the Award and Medal, the following citation was read:

"Some men in an inspired moment conceive a wholly unselfish activity from which

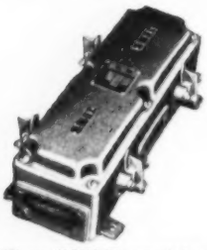
David E. Harris, left, San Francisco wholesaling executive who won the McGraw Award and Medal, is congratulated by George Tenney, editor of "Electrical West."

CROUSE-HINDS

Panelboards and Distribution Centers

The illustrations show a representative selection from the dozens of different CROUSE-HINDS Panelboards—each designed for its own purpose.

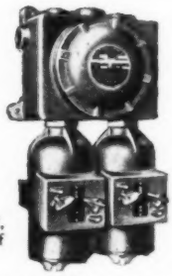
No. 6
of a series of advertisements which demonstrate that CROUSE-HINDS "complete line" means much more than just a range of sizes — there is a wide variety of highly specialized types in each classification.



Type YSW Vaportight and Weatherproof Condulet with Four Circuit Breakers

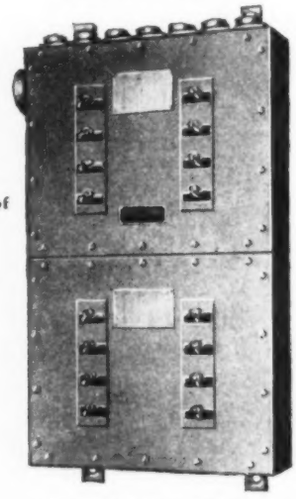
Type DVS Dust-Tight Vaportight and Weatherproof Condulet with Two Circuit Breakers

Type GUSC Explosion-Proof, Dust-Tight and Weatherproof Condulet with Two Circuit Breakers

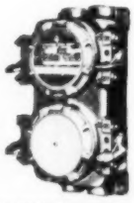


Type ESP Explosion-Proof, Dust-Tight, Vaportight and Weatherproof Panelboard with Four Circuit Breakers

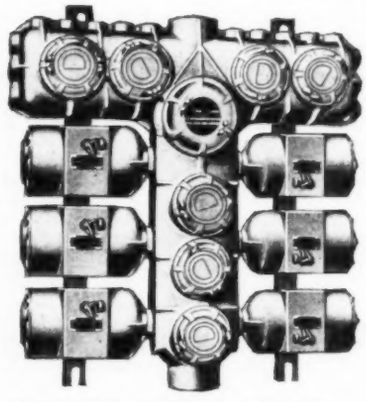
Type DVS Dust-Tight Vaportight and Weatherproof Condulet with Six Circuit Breakers



Type DVP Dust-Tight and Vaportight Panelboard with Sixteen Circuit Breakers

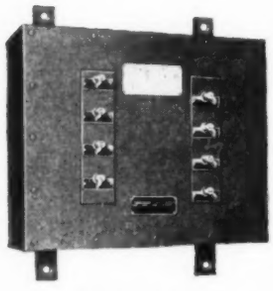


Type GUSC Explosion-Proof, Dust-Tight and Weatherproof Condulet with Four Circuit Breakers

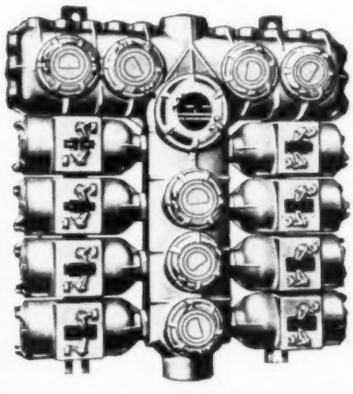


Type EDP Explosion-Proof, Dust-Tight, Vaportight and Weatherproof Panelboard with Six Circuit Breakers

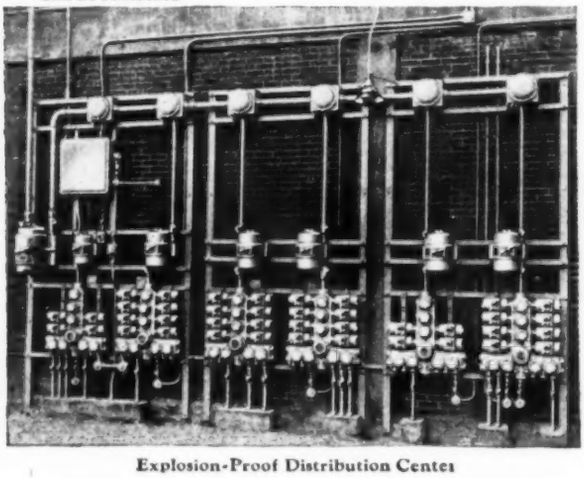
Type WBP Weatherproof Panelboard with Six Circuit Breakers Can Be Padlocked



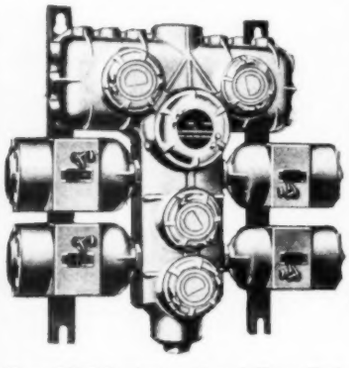
Type DVP Dust-Tight and Vaportight Panelboard with Eight Circuit Breakers



Type EDP Explosion-Proof, Dust-Tight, Vaportight and Weatherproof Panelboard with Sixteen Circuit Breakers



Explosion-Proof Distribution Center



Type EDP Explosion-Proof, Dust-Tight, Vaportight and Weatherproof Panelboard with Four Circuit Breakers

Complete listings of each type are in Condulet Catalog No. 2500.

A Nationwide Distribution Through Electrical Wholesalers

CROUSE-HINDS COMPANY
Syracuse 1, N. Y., U.S.A.

Offices: Birmingham — Boston — Buffalo — Chicago — Cincinnati — Cleveland — Dallas — Denver — Detroit — Houston — Kansas City — Los Angeles — Milwaukee — Minneapolis New York — Philadelphia — Pittsburgh — San Francisco — Seattle — St. Louis — Washington. *Resident Product Engineers:* Albany — Atlanta — Charlotte
CROUSE-HINDS COMPANY OF CANADA, LTD., *Main Office and Plant:* TORONTO, ONT.

CONDULETS · TRAFFIC SIGNALS · AIRPORT LIGHTING · FLOODLIGHTS

as the result of collaborating great benefits accrue to all branches of the electrical industry and then there are others like David Edward Harris who live a life of cooperation in the belief that the different interests that make up this industry are interdependent and that the bounties of good to one are shared by all.

"It is to such men that the industry with unerring instinct turns for guidance, for judgment and for friendly advice. Dave Harris, now vice-president, General Electric Supply Corporation, San Francisco, has been a sparkplug of industry cooperation in California from his early days as a jobber's salesman. Whenever a cooperative program was initiated, whether by others or himself, he has been one of its staunch supporters and earnest workers. His name will be found among the organizers of almost every important cooperative movement within the industry in California in the past quarter of a century.

Helped With Cooperative Campaign

"In 1918 he was one of the founders of the California Electrical Cooperative Campaign, the first statewide program of contractor-dealer and industry sales help and promotion in the West. It was this movement that launched the first "convenience outlet campaign," which might be said to be the forerunner of what is now the national campaign for adequate wiring. Out of this pioneer cooperative project came the California Electrical Bureau and the Pacific Coast Electrical Bureau, both of which he has served as chairman and continuously from their beginning as a member of the boards of directors. Likewise he has served without a break as a director of the all-industry organization, the Pacific Coast Electrical Association. His was the task of guiding this body's code and ordinance committee and red seal adequate wiring committee, sometimes as chairman and always as a member.

A "Champion of Fair Play"

"From the first committee came a uniform electrical code now widely accepted in the state, and an unsafe appliance ordinance, adopted in 83 California cities and elsewhere in the West. So much has he identified himself with the common good of the industry that he is known among electrical contractor groups as a champion of fair play, one who would be a 'friend in court' to present their views fairly to other wholesalers.

"For his contribution of never-failing cooperation and constructive service to the electrical industry for more than 40 years, the Committee of Awards, upon recommendation of the judges, have awarded David E. Harris the 1945 Medal for Cooperation, and Purse, given under the James H. McGraw Awards."

A-W Bureau Announces First Post-War Program

Broadside describes aggressive plans for promoting adequate wiring to new home and home modernization markets through consumer, builder, teachers and the electrical industry

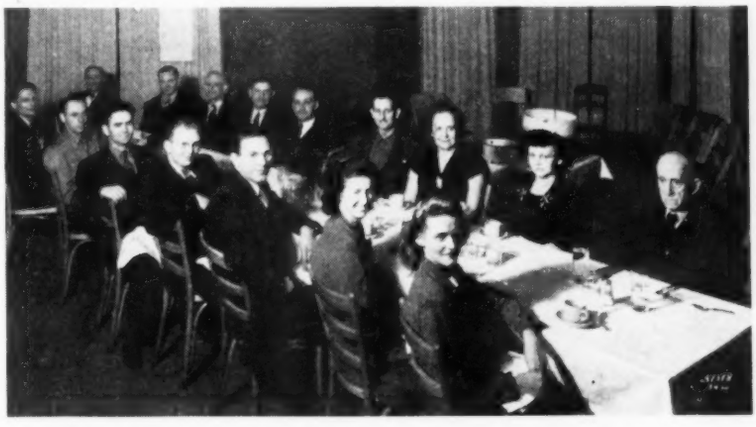
WITH a wide variety of promotional and educational material planned for distribution beginning with the new year, the National Adequate Wiring Bureau will launch its first program since the beginning of the war.

The program announced by the bureau will include practical aids to help leagues and utilities demonstrate the advantages of adequate wiring to consumers, builders, architects, contractors, home economists and industry employees.

In a broadside mailed to 2,400 key people connected with the leagues and utilities who are making constructive contributions to the adequate wiring movement, the National Adequate Wiring Bureau announced details of the 1946 program, and urged all groups to make plans now for ag-

(*Continued on page* 107)

JUST COMPLETED. The new building of A. A. Little & Son, electrical wholesalers in Syracuse, N. Y. It is 57 by 100 feet, with rear parking and loading areas. Ample light is provided on all sides. It was built of glazed brick over cinder block, fireproof throughout. Mr. Little reported in December that they were now "fairly well settled."



CELEBRATING fifty years of lighting fixture manufacture, the office employees of The Kirlin Company and its foremen held a dinner in December to honor the founder of the company, Otis Kirlin, who is seen at extreme right above.

When Betty Crocker talks about ironing...

MILLIONS OF WOMEN WILL LISTEN!

Betty Crocker

Before long now, Betty Crocker (world's best known home service authority) will have a fascinating subject for millions of followers. It's a new iron—an iron that will set new standards of ironing performance for homemakers . . . because its temperature is controlled not by a thermostat located up in the iron, but *by the actual ironing surface of the iron itself.*

This is General Mills TRU-HEAT control, a method and principle of heat regulation that minimizes heat loss, accelerates heat recovery so that correct, safe ironing temperatures are maintained regardless of how fast or how slow the user irons.

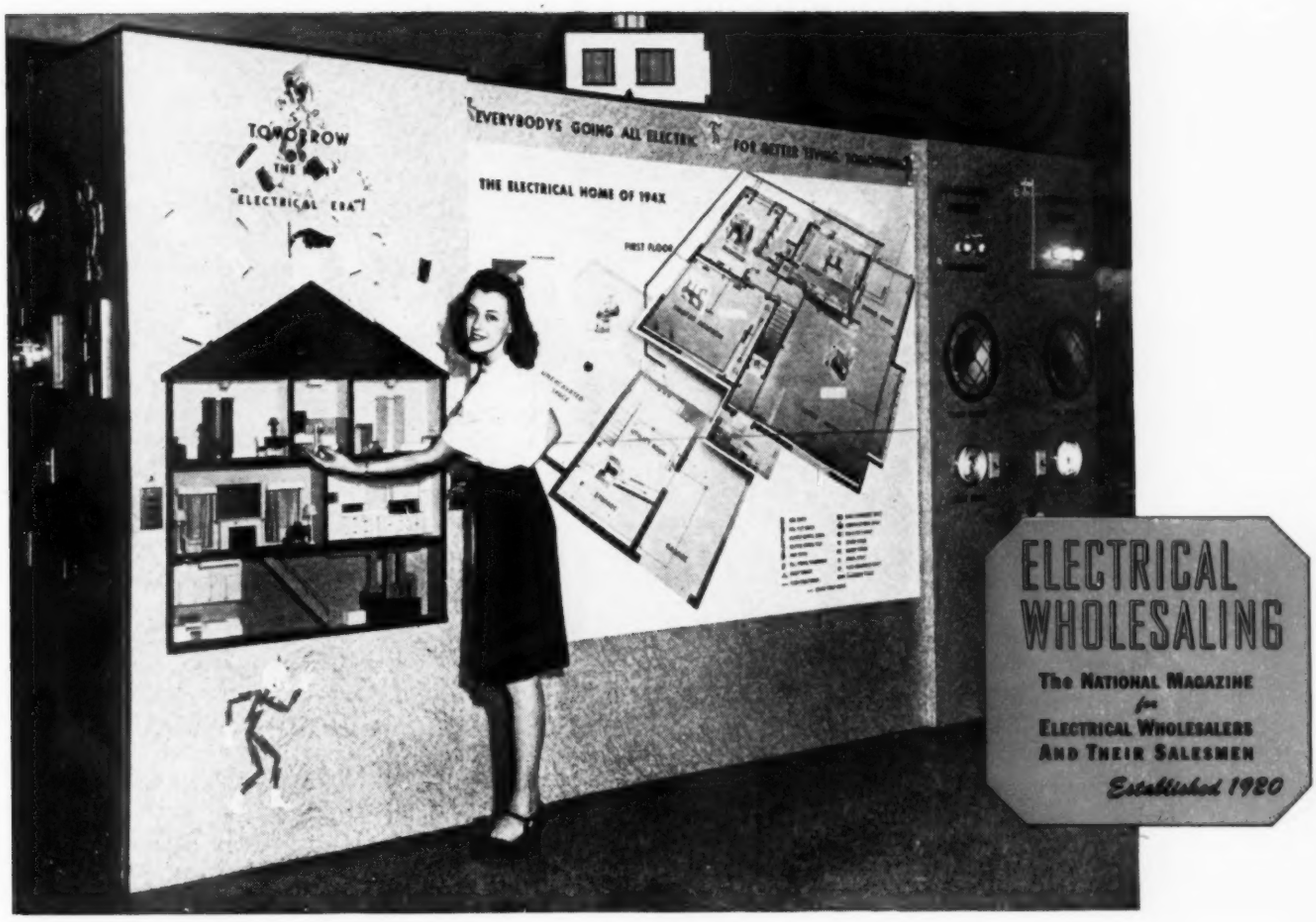
When Betty Crocker reveals the facts about TRU-HEAT control and all the other important, exclusive features of the General Mills Iron—you know women will *act*. They'll want the iron Betty Crocker sponsors . . . just as they now want . . . and *buy* . . . hundreds of millions of other General Mills products recommended by Betty Crocker.

WHAT TRU-HEAT CONTROL IS

TRU-HEAT control is a simple, sturdy mechanism which permits the expansion and contraction of the iron's soleplate to make and break the heating circuit. Thus the actual surface in contact with the fabric being ironed controls the ironing temperature. So sensitive is TRU-HEAT control that it holds ironing temperatures with amazing accuracy.

BETTY CROCKER IS A REGISTERED TRADE MARK OF GENERAL MILLS, INC.

GENERAL MILLS, INC., HOME APPLIANCE DEPARTMENT • MINNEAPOLIS 13, MINNESOTA



To Help You Sell More in 1946: Here Is What NEMA Plans to Do

THE dislocation of industry resulting from the war and the aggressive and possibly changed competitive situation as between industries, which may be anticipated, can be met only through cooperation based on broad-gauged and farsighted thinking on the part of all, having common interests. The continuing objective is, therefore, to find ways and means to expand markets for all electrical products, maintain high levels of employment and bring greater efficiency, safety and comfort to all sectors of the economy.

It is essential that a "common denominator" of mutual self-interest be developed and accepted as a practical basis to promote and utilize the benefits to be obtained from the products and services of the electrical manufacturing industry. Only by so doing can the many and varied business-building projects now being planned by sections, committees and other groups be made most effective.

The National Electrical Manufacturers Association proposes to develop and keep current policies and procedures pertaining to the operation of cooperative business development activities in which other electrical industry groups have a complementary interest.

It is hoped to enlist the active cooperation of all members in selling the electrical idea so that all who make their living in the electrical manufacturing industry shall thereafter be "salesmen" for their industry's products and services.

Vital parts of this program are:

1. Plan and conduct special programs at general and regional meetings of NEMA members to develop a better understanding of their mutual problems and obligations.

2. Promote the preparation by

NEMA Sections of memoranda or briefs setting forth the contribution of the respective branches of the industry to the technological progress and growth of the industry as a whole.

3. Inform NEMA members of activities being conducted by NEMA or groups of NEMA member companies so that they all may lend their support to obtain the maximum benefits in proper proportion to their respective degrees of interest.

4. Observe what other industries may be doing in the way of cooperative promotion with a view to suggesting adaptations of such programs and plans in the interest of the NEMA membership.

Electrical League Cooperation

Larger markets for electrical products can reasonably be counted on; keener competition both within the industry and from non-electrical products can be expected. To obtain the one and meet the other, electrical manufacturers will want to make use of every sales tool available to them. Electrical leagues can be potent supplementary sales tools for any organization which realizes that local cooperation is just as important and valuable as national cooperative market development. By reason of its close association with the Electrical League movement, NEMA recognizes that it is in the best interests of electrical manufacturers and the public that these local groups should be strong and active.

To strengthen and broaden the already well-established liaison between the electrical manufacturers and the electrical leagues, NEMA intends to

1. Keep the leagues fully advised regarding national educational and promotional programs in which they would have an interest.

2. Arrange for an interchange of experience among the leagues so that they shall become increasingly efficient and so that their operations may be broadened to be more helpful to the electrical industry as a whole.

3. Put to constructive use the experience of these local groups in the development and operation of national programs.

4. Aid in organizing and conducting the annual conference of the International Association of Electrical Leagues which gives league managers an opportunity to hear speakers of national prominence, to learn the details of various programs and to exchange experiences.

5. Provide industry groups, contemplating organizing a league, with information that will enable them to do so expeditiously and in accordance with the pattern which has already proved its soundness in actual operation.

6. Consider requests from electrical leagues for Certificate of Approval from NEMA as (a) indication of the practical nature of their particular operations and (b) an aid to their obtaining necessary financial support.

Adequate Wiring Program

A formidable barrier to unrestricted growth of the electrical industry, and the electrical manufacturing industry in particular, is the inadequacy of wiring installations in the majority of our dwelling structures—wiring installations which are inadequate to serve the present and anticipated requirements of an electrically conscious public.

To counteract this situation every available channel should be used to obtain acceptance by the public, by architects, by builders, by home financing agencies, by educational organizations and all others, having an interest in or influence upon home construction, of the need for planning and installing home wiring installations, which meet accepted standards of adequacy.

The term "Adequate Wiring," as used in furthering the purposes of the National Adequate Wiring Program, denotes a home wiring system having sufficient capacity to permit installation and efficient use of all the electric lighting and operating equipment which the occupant of the home might desire and should have.

The essential elements of "Adequate Wiring," as interpreted to architects, builders and the public, are as follows:

1. An adequate entrance for electric service (no less than three wires, size determined by size of house).

2. Enough circuits of large-enough wire: general lighting circuits, appliance circuits, special purpose circuits (range, water heater, etc.), and spare circuits, the number of each determined by the size of the house and the fixed equipment owned or contemplated.

3. Enough convenience and special purpose outlets, lighting fixtures and switches properly located in accordance with the National Standard for each room or useable area.

As a definite public service and as a means of expanding the market for electrical products, NEMA proposes to consistently and continuously promote understanding throughout the country of the advantages of installing adequate wiring systems in homes.

1. Maintain close contact with associations and organizations in the home building and home financing fields, in order to forward mutual interests in the objectives of the activity.

2. Develop existing and establish new Adequate Wiring Bureaus or their equivalent by encouraging the full cooperation of electric utilities, wholesalers, electrical contractors and retailing groups.

3. Develop still further the cooperation of national electrical groups with the National Adequate Wiring program.

4. Develop educational, promotional and display materials and plan books to supplement and stimulate programs of local electrical groups and individual manufacturers in the field of adequate wiring.

5. Offer assistance to home service directors of electric utilities in incorporating the subject of adequate wiring into their discussions with the public about electrical utilization.

6. Provide electric utilities with materials and assistance for training employees to promote adequate wiring with builders, the general public and others.

7. Cultivate interest of educational groups in inclusion of information on adequate wiring in home economics class work and develop special teaching aids on adequate home wiring for use by home economists and other teachers.

8. Give special emphasis to the development of practical plans to promote additional wiring in existing homes.

9. Provide consultation service, on request, to editors of national consumer, architectural, building and home financing publications, and the

electrical industry press, on the subject of adequate residential wiring.

10. Provide adequate wiring layouts for organizations specializing in demonstrations and displays of modern homes and home planning services.

11. Encourage participation of local electrical industry organizations in home planners' institutes and similar activities.

12. Participate in appropriate national conventions and exhibitions.

13. Intensify the effort to have the certification features of the National Adequate Wiring program put into operation in every section of the country.

14. Issue licenses to local organizations to operate certification plans and review and approve proposed local standards of wiring adequacy.

15. Encourage active participation of individual NEMA member companies and the coordination of their own company efforts with the movement.

16. Provide managerial and service facilities for the operation of the national headquarters of the Adequate Wiring program.

Farm Electrification

Despite the record increase in the number of farms using electrical service, in general the amount of electrical equipment used by farmers in their homes and for handling farm operations is still extremely low. If some properly organized program is not carried on, consistently and continuously, the electrical manufacturers will lose a large share of one of their greatest potential markets to the aggressive competition of old line and newly organized industries. Favorable assets are the fact that farmers are prosperous and that the war has made hundreds of thousands of young farmers who have served in the armed forces, conscious of the versatility, efficiency and reliability of electricity.

For the purpose of informing the farmer (a) that the employment of electrical equipment in his home and on the farmstead is in the best interests of efficient, profitable farm operation and of comfortable and healthful living for his family and (b) that adequate wiring is necessary to permit the most efficient operation of electrical equipment in the home and on the farmstead, NEMA will

1. Conduct a program of informative publicity through more frequent releases to country weekly newspapers and special articles for magazines serving the farm field.

2. Cooperate with organizations having radio programs directed toward the farm audience.

3. Provide governmental agencies, The Producers' Council and other organizations interested in developing better homes for farmers, with information needed to assure such structures being properly electrified.

4. Cooperate with utilities, the REA and other organizations interested in extending lines to rural areas through providing information about electric products manufactured by NEMA members.

5. Provide manufacturers of farm equipment with sources of information about the best means of electrifying such machinery.

6. Gather and distribute to the members of Sections benefitted by farm electrification, information regarding rural sales outlets for electrical goods.

Rural and Suburban Market Development

On the farms and in the towns outside the metropolitan areas there exists a very large potential market for all electric appliances and for commercial cooking and electric power utilization equipment. Much of this area is newly wired, and most of the balance will receive electric service soon. Being outside the piped gas areas, all the utilities and public power groups are as interested as are the equipment manufacturers in saturating this market with electric appliances and thereby building profitable loads.

The sale of electric appliances and utilization equipment in this market is meeting aggressive competition from liquefied petroleum gas appliances. The liquefied petroleum industry seeks not only household cooking, water heating, and refrigeration, but also commercial heating and cooking applications, and power applications, such as gas engines and tractors. This rapidly growing industry is backed by the large, amply financed producers of petroleum. They are rapidly coordinating their efforts and organizing their industry in an attempt to dominate the farm and small town market.

The objective of this NEMA activity is to outline and develop an aggressive program designed to demonstrate the many benefits and advantages which accrue to the small town and farm customers as he increases his utilization of electric energy. This NEMA project is in the nature of an over-all "pump-priming" activity designed:

1. To acquaint the power companies fully with the nature and extent of L/P competition.

2. To develop aggressive promotion material and sales tools to be used by the power companies and dealers at the regional and local level, and

3. To maintain close and frequent contact with the power company merchandising and sales promotional executives, and with their district and local offices, to insure unanimity of thought and coordination in timing and direction of effort.

The project was started during the past year and the first step, the preparation of a brochure for top utility and public power executives, has been completed. During 1946 additional steps necessary to complete the initial pump-priming phase of the activity will be undertaken, including:

1. Preparation of a *Plan Book* for the use of the new business management people in the power companies. This will outline the program, define the promotional procedure and stimulate maximum support at the point of sale.

2. Preparation of training manuals for salesmen. These will be especially designed to present the advantages of electric appliances and utilization equipment in this particular market.

3. Preparation of an educational film. This will dramatize the many advantages of electric appliances and utilization equipment on the farm and in the home. Prints will be routed through the power companies for exhibition before rural-town groups. Also this will be used in training local marketing agents upon whom rests the final responsibility for the aggressive sale of electric appliances in the rural and small town areas.

4. Establishment of a promotional service, to carry out the promotional activities incorporated in the project. This service will include mats ready to run over power company signatures in sectional and state farm papers, country weeklies and small town

newspapers, suggested outdoor posters, window displays, counter cards, folders, and spot radio scripts.

Electric Range Program

Some types of market development and promotional activities can be performed better and more economically by Section sponsored advertising and publicity than by the efforts of individual members. Among these are:

1. The demand should be satisfied for information and teaching aids on electric cooking equipment to home economic teachers and an incentive to schools to modernize electrically their cooking laboratories.

2. Information should be available to architects, builders and prospective home owners, on the advantages of cooking electrically.

3. It is helpful if the promotional plans of manufacturers and electric services are coordinated for the development of local promotions of the electric home and the All-Electric Kitchen, with electric range and electric water heater.

NEMA proposes to

1. Continue and expand advertising programs reaching teachers and home economists, to encourage them to seek better electric home economics laboratories for the schools, and to assure wide use in schools of the Section sponsored text book, "The Electric Range."

2. Continue advertising to architects, builders, and prospective new home buyers, to ensure the widest possible provision of adequate service entrance wiring and range circuits in new homes and those undergoing modernization.

3. Distribute, in cooperation with the Electric Water Heating Section, a Plan Book for public service company use which offers them dynamic, sound and workable plans for developing programs of local cooperative activity to sell the complete electric home and the All-Electric Kitchen to builders, architects, dealers and lending agencies throughout the country.

Electric Fan Program

To create new markets for the products of the Electric Fan Section, it will be necessary to develop public consciousness of the desirability and effectiveness of air in motion and its essentiality to modern comfortable living. The installation of centrally powered ventilating systems in office buildings and commercial establishments in connection with air conditioning has curtailed the historic markets for ceiling fans and desk and bracket fans. To replace this business and further extend its market, the industry will now focus attention on the household use of its products.

The development of this market, just getting under way before World War II, is to be resumed and accelerated and the public is to be made conscious of the importance of ventilation in the home, office and workroom.

To accomplish this, NEMA proposes to

1. Prepare data and information on the health and comfort aspects of ventilation and the importance of air in motion in daily living and working.

2. Assemble and distribute factual information on the uses of fans and ventilation appliances within the scope of the Section.

3. Disseminate widely information, news stories and features dealing with fans, ventilation and ventilating appliances through a carefully planned and continuously operated relations and publicity campaign, directed by competent public relations counsel.

Industrial and Commercial Lighting Equipment Program

Particularly in the years immediately following the war, it is expected that there will be considerable building and remodeling of both industrial and commercial structures and that the character of the work carried on in structures being remodeled will, in many cases, differ from that heretofore carried on. It is essential in such building and remodeling that adequate consideration be given to the most-up-to-date forms of lighting equipment suitable for the particular type of occupancy involved.

During the war those interested in building construction or maintenance have had little opportunity to keep abreast of the progress made by the lighting equipment manufacturers, and new developments, such as in designs which have not been offered because of wartime restrictions.

To remedy that situation NEMA will carry on a comprehensive program of market development by means of various promotional and educational activities designed to expand the postwar demand for lighting equipment through cooperative action of all members of the Industrial and Commercial Lighting Equipment Section.

1. Provide a series of direct mail campaigns dealing with special subjects such as industrial lighting, office lighting and store lighting.

2. Sponsor an International Lighting Exposition, including exhibits, educational clinics, panel discussions and sales conferences, in order to provide an opportunity for manufacturers, wholesalers, contractors, public utilities, architects and others to meet, discuss and become informed upon latest developments and plans. This Exposition, originally to be held in April, 1945, which was postponed due to government regulations, will be held in April, 1946, if general conditions permit.

Electronics Exposition

While many industries have widespread opportunities to use electronic devices, their knowledge and understanding of electronics as an industrial tool is quite limited.

While the progress made during the war period in the application of electronics to industrial processes has been very great, some advertising and a considerable amount of non-technical writing have conveyed the impression that electronics is able to perform miracles. It is necessary, therefore, to present to the public and particularly to industry factual data concerning what is actually possible at the present time. The rapid strides which electronic developments are making make it essential for industrial purchasers to know what is available to them in the way of equipment and to what uses it may be put.

To promote an increasing use of electronic methods in all industries and to create a broader understanding of electronics as an industrial tool, NEMA plans to hold an International Electronics Exposition during the later part of 1946, if general conditions permit, to be sponsored by the Electronics Section and other interested NEMA Sections.

NOTE: *It is expected that this will be the first of a series of annual expositions to be established as the outstanding event of the year in the Electronics Industry.*

To Help You Sell More in 1946: NEWA Streamlines for Action

WHAT NEWA will do in 1946 depends upon many things. Developments within the electrical industry, as a whole, will be an important determinant. Happenings in the national economy will have something to do with it. Desires and recommendations of the membership naturally will decide the matter in the last analysis.

Whatever the decision, the programs and activities of the National Electrical Wholesalers Association throughout 1946 will be based on action and measurable results. Insurance for that assertion is to be found in the outstanding record the association has compiled during the past three war years. And that record is now favorably known far and wide. It speaks for itself and points the direction of the future.

Electrical wholesalers of apparatus and supplies and appliances are faced with a tremendous job in 1946. Theirs is the job to distribute equitably and efficiently the first peace time year's production of our manufacturers. Theirs is the job also of serving the great variety of users of electrical products in the manner best to promote the prestige and position of a great interdependent industry and, at the same time, to advance still further the high standards of electrical comfort, with economy, to which peace time America has become accustomed.

A considerable amount of "know how" is required by any business which seeks to meet those responsibilities. That "know how" is acquired by experience plus the useful data, information and service that is available from many sources. Among the most valuable of such sources is the trade association if it is operated with flexibility so as to adjust its programs and activities to quickly changing conditions. Electrical wholesalers maintain such an association in NEWA.

Its program for 1946 reveals a wealth of assistance being prepared for its members for that epochal year. A brief description of the components of that program will convince the most skeptical of its flexibility and thoroughness.

Membership

Gaining at the rate of more than 100 members each year since 1942, the total in 1945 reached just over 800. During 1946 efforts to increase membership still further will be maintained.

Organizational Improvement

The constitution and by-laws' changes to be voted on in 1946 by the general membership will streamline the organization and greatly expedite its work. Separate divisions will be established for apparatus and supplies; and for appliances, each with its duly elected vice-president at the head.

Publicity, Public Relations and Information Services

These are extremely important adjuncts to any association and in enhancing its value to members. NEWA's program in these fields in 1946 will be stepped up considerably. An addition to the staff in late 1945 was made specifically with these ends in mind.

Legislation

Through the constructive work of the Legislative Committee and Association's Counsel, NEWA members will be currently informed on such national and state legislation enacted in 1946 as affects this industry. During 1946 this is expected to be a vital subject for all electrical wholesalers.

Joint Industry Programs

Inevitably, during the job of the winning of the recent war, joint industry promotional activities were curtailed almost to the vanishing point. Victory has brought opportunity to resume them. It is NEWA's desire and intention during 1946 to reawaken in its members the desirability of once again supporting actively such programs as "Adequate Wiring," "Better Light Better Sight," "Handbooks on Wiring Design," etc. 1946 should witness the great broadening of these joint ventures and during the year NEWA members should enjoy incentives to bring about their renewed interest and participation.

Cooperation with Government

NEWA expects to continue, in 1946, its mutually beneficial cooperation with government departments at Washington, so helpfully carried on throughout the war years. Particularly in prospect are the helpful activities begun with the Surplus War Property Disposal Agencies and the Department of Commerce. These are activities helpful alike to the Government and the industry and deserve the membership's full support.

Cooperation with Electric Leagues

The greatly expanding activities of NEWA hold real significance in the local sense. Over-all national plans and programs create activities which are best worked out locally in many cases. During 1946 NEWA's efforts

will be directed toward keeping Electrical Leagues informed of those activities and suggesting local adaptation of the programs proposed.

Veterans' Reemployment

A big responsibility of all industry in 1946 will be the need to absorb the vast numbers of our returning fighters. NEWA is prepared to do its part and intends to encourage the greater use of the Association's Veterans' Reemployment Program. This is being successfully used in a number of localities, but in 1946 greater demands will be put upon us and this program will go a long way in meeting them successfully.

Basic Sales Training

The Basic Sales Training Program, sponsored jointly by Edison Electric Institute and NEWA, is expected to be in wide use throughout the industry in 1946. This is looked upon, by the many who have seen the previews of it, as one of the most outstanding contributions to successful selling through adequate training in the history of the industry. NEWA will actively continue during the year to promote the widest possible adoption of this course by all of its members.

Scientific Hiring Methods

A further recent development from the work of NEWA committees has been in the field of employment. Early in 1946 it is expected that important announcements will be made to NEWA members to aid them in improving their methods of selecting employees. In the immediate period of post war adjustment "hiring" will be a task to which all members necessarily must devote some time and thought. The programs NEWA has worked out will go a very great way to ease this burden for members, and they will enjoy from them a much higher ratio of successful and profitable employees than has been their experience. This will be a highlight among NEWA's 1946 contributions to its industry.

Operating Cost Studies and Accounting Manuals

Activities are planned to begin early in 1946 to study the needs for reviving the periodic operating cost studies which in the past have proved so useful to members individually to gauge their own operations. The NEWA's suggested Uniform Accounting Manual will also be reviewed for the purpose of amending it to include the latest accounting methods as well as to revise it to meet the needs of appliance distributors.

These two activities have been termed most useful by many members and during 1946 it is planned to increase their effectiveness in the daily operation of the members' businesses.

Warehousing Procedure

A noteworthy effort of NEWA in 1945 was the report released by the Warehousing, Deliveries, Installations, Freight Rates and Claims Committee. Practical data for the erection, layout, and operation of electrical wholesalers' warehouses was contained in that report which received high and well deserved praise from a great many members. Again in 1946 this committee will direct its attention to further warehousing problems with the purpose of providing answers which will simplify that function and make it more efficient.

Catalogs and Handbook Sheets

Highly important to electrical wholesalers are the catalogs they themselves publish and the handbook sheets for salesmen and countermen supplied by manufacturers. The association's Catalog Committee has been very active in its recent studies of both these items. During the past year that Committee reported new standards for page sizes and printing dimensions which have increased the value of handbook sheets. In 1946 additional data will be released to further improve these important tools of the electrical wholesalers. The program to be announced by this Committee in 1946 will be constructive and will augment the accomplishments already achieved.

Conventions

Ever since 1908, NEWA conventions have reached high records in the annals of electrical industry national gatherings. In cooperation with the war effort the 37th Annual Convention scheduled for 1945 was cancelled. This industry highlight will be resumed in 1946. The 37th Annual NEWA Convention will be held at Chicago's Hotel Stevens, April 22-25, 1946. In keeping with tradition the program will be a "working one" and "play time" will be at a premium. The Program Committee can, as usual, be counted upon to prepare an agenda which will give everyone something entirely worthwhile and beneficial.

The Pacific Division is also planning to hold a meeting in 1946. On the West Coast the Pacific Division meetings of NEWA also have become a tradition of the industry and keen regret was noticeable when the 1945 meeting was cancelled in keeping with the Association's policy of cooperating wholeheartedly with the war effort. The 1946 meeting, according to the plans already in prospect, will match its predecessors, and the industry on the West Coast can look forward to a great meeting of NEWA in the coming year.

Planning Committee

In its three years of existence, NEWA's Planning Committee has made an enviable record. In 1946 it contemplates, with enthusiasm, several of its now famous "forum" meetings. Other functional and commodity committees of the Association have utilized the services of this committee in the past to create more thought provoking and informative meetings. Reports emanating from Planning Committee "forums" have been widely acclaimed as contributing substantially to the fund of knowledge of electrical wholesalers, and in 1946 that fund is most likely to be greatly enlarged.

Farm and Rural Markets

One potential market, of tremendous size, which has been barely scratched to date by electrical wholesalers is the farm and rural market. The war has been responsible for that in some measure, but by the same token, the war has also made that potential even greater. From his war experience the farmer has been "sold" on electrification. It is now up to the electrical wholesaler to bring to the farmer the electrical conveniences and productive aids which he is convinced only electricity and its appurtenances can furnish. Some steps already have been taken by NEWA in that direction. However, in 1946 more cogent means will be employed by the Association to make its members realize that the farmer and the rural dweller want the equipment, the

devices and the appliances they sell. The Rural Markets Committee and the Utility Cooperation and Farm Markets Committee will study this problem still more thoroughly in 1946 and inform the membership of its opportunities as well as of consequences if they fail to take advantage of them. This particular program will have a great bearing on the success of many electrical wholesalers in the farm and rural communities.

Problems in the Apparatus and Supplies Field

Time passes, but problems seemingly remain or, at least, are repeated. In the apparatus and supplies field of our industry this is particularly true. Nonetheless, NEWA, through its several commodity committees in this field, is constantly reviewing these problems and considering possible solutions. Now that the war has been won, it is apparent that, sooner or later, products will again come on the markets for distribution. Scarcities have existed but they will be merely history soon.

As 1946 unfolds, it will become apparent that the work of these committees in the apparatus and supply fields is marked by understanding and consideration for its over-all problem. Certainly, if these problems did not have the benefit of consideration by committees of wholesalers their points of view would perhaps be entirely overlooked. After all, manufacture is one phase, distribution is another, and of the latter the wholesaler has the greatest experience. It is only by the constructive use of that experience that economic progress becomes possible.

The Appliance Outlook for 1946

Since its inception in the Spring of 1944, the Appliance Division of NEWA has made remarkable progress and has served for the first time a great industry need. To date, appliance production has been negligible but nevertheless the Appliance Division of NEWA has made notable progress. It has produced the Basic Sales Training Course; the new Hiring Method (soon to be announced); an invaluable work by the Store Arrangement and Store Management Committee; a helpful survey by the Warranties, Service and Repair Parts Committee; a useful report by the Time Payment Finance Committee, to mention but a few.

The year of 1946 for the Appliance Division promises many forward looking accomplishments. Each in its particular sphere will be important and far reaching for the distributor, the manufacturer and the consumer. New products will make their appearances. How they can best and most quickly reach the consumer is largely the responsibility of the distributor. The distributor is completely aware of the part he must play.

It is at that stage that the association begins to take definite form for the appliance distributor member. Thus, through the various committees established for the purpose of formulating programs and suggestions the distributor seeks enlightenment. He may feel that he himself knows all the answers. But actually he counts on the composite knowledge of all his colleagues to arrive at the solution which he feels to be most logical. Accordingly, he considers a committee report, compares it with the particular problem he is called upon to solve, and he may be helped in his decision by the arguments pro and con.

It is obvious that committees have a real role to play. Naturally, they sense that. It is incumbent upon them, therefore, to be completely impartial. In the year ahead these committees desire to do no more than acquaint members with the basic principles of any problem. The final decisions are necessarily up to the individual members themselves. Yet, these committees in 1946 will make every effort to examine, without bias, every problem presented to them and make suggestions which they feel will aid distributors to reach logical and practical conclusions based upon fundamental economical premises.

Summary

The 1946 program for NEWA, it can be concluded, is sound, progressive, and designed to benefit not only members but the industry at large. The objective of NEWA always has been the advancement of the industry as a whole. The realization of the aims described in the foregoing outline will bring about in 1946 a better industry for electrical wholesalers, for their supplying manufacturers, and for the ultimate users.

The goal is an ambitious one, but so is this industry. To reach it will require action—and action is the cornerstone of all NEWA programs for 1946.

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. . . . . If the equipment so inspected and tested meets the RLM specifications, the laboratory issues a label of compliance. This label, illustrated above, certifies that the industrial lighting on which it is affixed has been manufactured and inspected in compliance with the exacting procedure developed and administered by RLM Standards Institute.

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To Help You Sell More in 1946: Here Is What NECA Plans to Do

THE inspiration and leadership of the scientists, engineers, executives and labor, in cooperation with the military and naval authorities, in the development of the two billion dollar plants which produced the atomic bomb in less than three years of intensive effort, has been heralded as not only the greatest single scientific achievement of all time, but also as the greatest example of industrial teamwork.

That great achievement, however, is actually dwarfed by the still greater achievements from industrial teamwork represented in the electrical industry today. Since Thomas Edison installed his first Edison electric lighting plant in New York City in 1884, the development in production and distribution of electric light, power, and heat in the past 60 years has been over one hundred times the investment represented by the atomic bomb plants.

Within the span of a lifetime the electrical industry has become the greatest industrial team in the world. No other industry is so greatly dependent upon teamwork as the electrical industry. No segment of the industry could succeed independently. The power companies who develop the power and deliver it to the consumer are dependent upon the engineers and manufacturers who design and build the equipment and materials which are required for their power plants, their distribution lines, for the installations within the consumers' properties and for the utilization equipment that translates the electric energy into light, heat, and power. No single manufacturer could exist independently, for the materials and equipment that he designs and produces must be combined with other materials and equipment produced by other manufacturers, and brought together at central distributing points by the electrical wholesalers, where they are available for the electrical contractors to install in the home, commercial, industrial and institutional buildings of the country.

Each segment of the industry is an essential part of a great machine—power company, manufacturer, wholesaler, contractor, electrical worker, inspector and engineer.

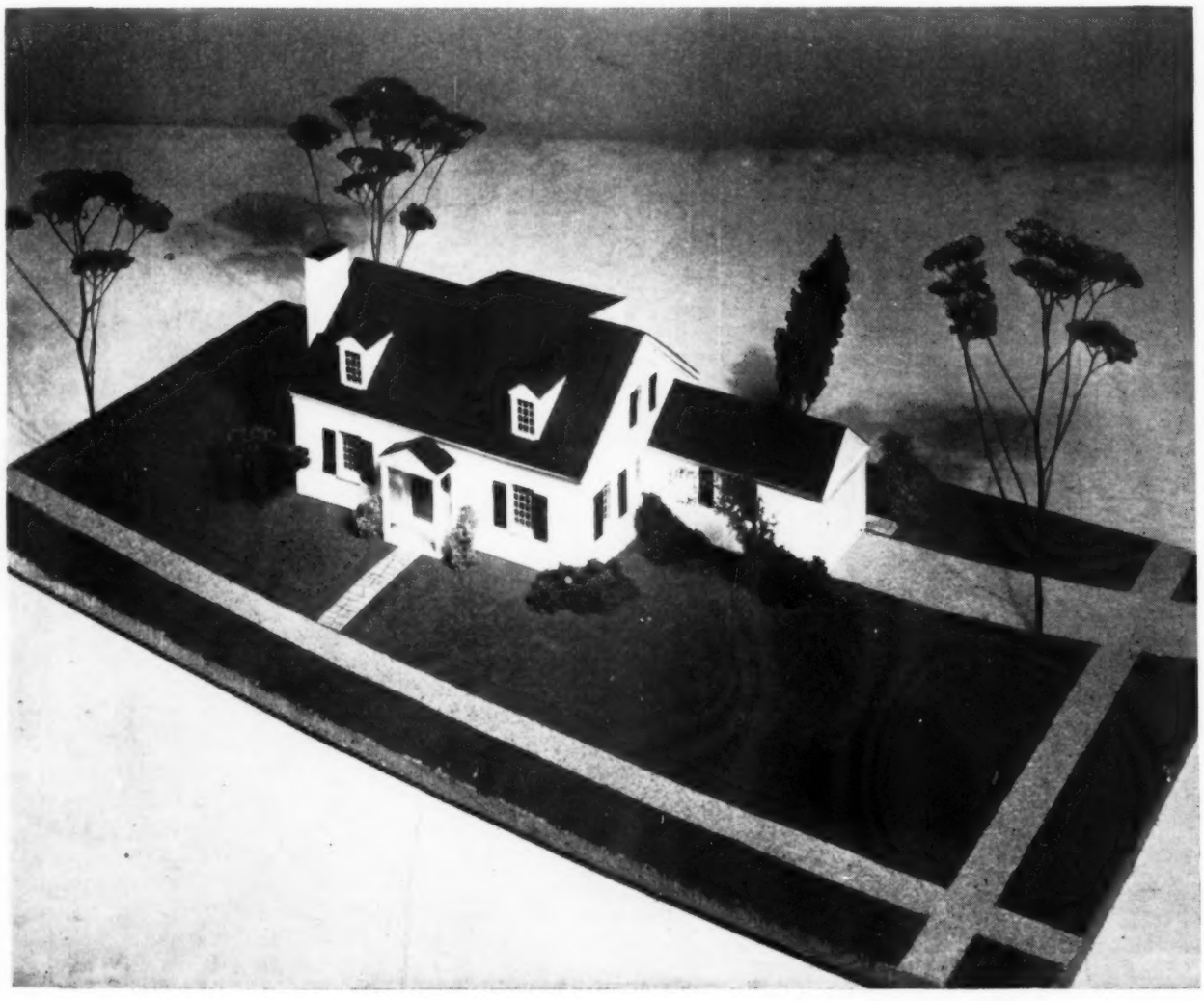
From the earliest beginnings of the industry when the need for teamwork became manifest, steps were taken for the establishment of standard electrical rules for the installation of electrical work, consolidated in 1897 into the National Electrical Code. Over the past 48 years the development of the National Electrical Code has been a typical example of the complete coordination and teamwork of the electrical industry, as represented in the electrical committee which has formulated the code.

Today we have many other examples of that coordination of the industry in teamwork. The Industry Committee on Interior Wiring Design, which in 1937 issued its first handbook of Interior Wiring Design, is a further evidence of teamwork. This Industry Committee has just completed its revision of both the handbook on Residential Wiring Design and its development of a new section on Farmstead Wiring Design. The purpose of the National Electrical Code is to provide certain minimum safety standards for the installation of electricity in the interests of safety to life, limb, and property. The purpose of the handbooks of Interior Wiring Design is to establish recommendations, the compliance with which will result in an efficient wiring system giving adequacy for present and anticipated future needs. A similar example of teamwork in the industry is the National Adequate Wiring Bureau, representative of every branch of the industry, whose job it is to carry the message to the consuming public of the need for efficient and convenient wiring installations to assure adequacy for present and future needs.

Every individual member of the industry has opportunity to share in teamwork through the national organization of his own industry branch. Utility companies, manufacturers, wholesalers, contractors, electrical workers and inspectors have their national organizations whose leadership is responsible for maintaining the coordination of the industry and promoting teamwork. Each of these organizations is contributing its share to the future development of the electrical industry for the distribution of electric light, heat, and power to the American consumers.

The electrical contractor is the logical and most economical link between the consumer and all other branches of the electrical industry. He is responsible for the distribution of electrical energy from the power company's service entrance to the utilization of same; he is in a position to impartially select and purchase the most suitable equipment and materials from all manufacturers and guarantee their satisfactory operation; his experience provides the most economical channel of distribution between the consumer and the wholesalers' warehouses; he knows his elec-

OVER ONE MILLION NEW HOUSING UNITS



WILL NEED WIRING EACH YEAR 1946-56

trical workers and their abilities and how to select the men best qualified to do a specific job; and with the control of all of these he can give to the consumer the most economic and efficient service.

The electrical manufacturer or distributor who seeks to by-pass the electrical contractor by selling direct to consumers the materials and equipment which the contractor is to install and for which he must guarantee efficient operation, is rendering a dis-service to the consumer and to the industry.

It is estimated that new construction to be started during each of the next five years, 1946-1950, will average 10.9 billion dollars a year, with a possible maximum of 7.5 billion dollars in 1946, and over 12 billion dollars in 1950. When readjustments to peacetime economy have been made, the construction industry will need to be geared to a 12 to 15 billion dollars annual volume of new construction, plus 3 to 5 billion dollars of maintenance and repairs annually. Although the electrical portion of much new construction today runs to 10 percent

and over of the total cost, it is probable that the average for all construction will be closer to 4 percent or 5 percent of the total. At 4 percent, electrical work in new construction will average over 400 million dollars annually for the next five years, plus another 100 million dollars annually of electrical maintenance and repairs. Electrical contracting has become "big business."

To meet the responsibilities which have come to the industry with its growth into "big business," the National Electrical Contractors Association is extending the activities which were carried on during the war period, and through its NECA Program for 1946 it is adapting those activities to the increasing problems which face the industry in the new peacetime era that lies ahead of us.

The NECA Program for 1946 groups the Association's activities under six major headings—Organization and Management, Field Service, Public Relations, Labor Relations, Governmental Relations and Legislation, and Technical Research and Statistics.

Under the first heading of Organization and Management is grouped the policy making, administration, and functioning structure of the Association. NECA is directed by a Board of Governors with a representative from each of the more than 50 Chapters of the Association, which today hold over 78 percent of the total of over 1500 members. This Board of Governors determines the policies of the Association and brings together membership viewpoints from every section of the country. An Administrative Committee, composed of the president, the six vice-presidents and chairman of the Labor Relations Committee, is responsible for administering the affairs of the Association.

The country is divided into six geographical divisions, each division having a NECA vice president and served by a national field representative, under the direction of a field director. The divisions are subdivided into economic areas, in each of which it is the purpose to establish a NECA Chapter with a manager, so that electrical work performed anywhere in the country will be within the jurisdiction of a chapter.

The third major heading of the 1946 Program is that of Public Relations. This activity has been established as a special department under a Public Relations Director, who works closely with the NECA Business Promotion and Inter-Industry Committees. Improved public relations call for active promotional work and better salesmanship for creating increased public acceptance of the industry's services.

The next activity in the NECA 1946 Program, Labor Relations, was well defined by President McChesney in a recent talk in which he stated:

"There is no phase of our business that is more important to our welfare than the development and maintaining of mutual respect and cooperation with our workers, members of the International Brotherhood of Electrical Workers. Our Labor Relations Committee, the Council on Industrial Relations for the Electrical Construction Industry, the Labor-Management Planning Committee and the Joint Apprenticeship and Training Committees, both national and local, are the vital media through which we as employers may work together with labor in studying the economic and social problems of the industry and seeking their solutions. We need to encourage local labor-management committees in carrying on similar leadership in each community for increasing opportunities for the industry's services and in better serving the public."

NECA's fifth major activity comes under the heading of Governmental Relations and Legislation. The past 12 years have seen more and more concentration in Washington of Government regulations of business. It is important that industry keep closely in touch with Government and maintain a close watchfulness on the progress of Governmental regulation of business. By moving its headquarters to Washington, NECA is in a position to advise congressional committees and Government departments and bureaus as to the effect upon the industry of proposed or existing federal regulations. During the war most of the regulations were of a war emergency nature, but today all industry is facing the need for study of regulatory measures that various bureaus would impose upon business and which would permanently control and restrict the opportunities for business to operate at a fair profit.

One of the most important phases of the activities of NECA lies in the field of technical research and statistics. The industry owes a very great debt to the members who have contributed their voluntary services on Codes and Standards and Cost Data Committees, and who have so unselfishly served year after year in carrying forward this work.

The NECA Program for 1946 establishes a Technical Department at NECA headquarters with a director and adequate staff to assist the various Codes and Standards Committee members in their work, to conduct research on installation of wiring methods, to compile data for the NECA Manual of Labor Units and to gather and compile other technical data and business statistics.

In his report to the recent NECA Convention at Cleveland the chairman of the NECA Inter-Industry Committee stated:

"The electrical industry is a team. It is a team that should draw about the biggest gate receipts in postwar America because it has more to offer that is new, labor-saving and enjoyable than the others. We are fortunate and proud to be a member of that team. This team is made up of:

"The *utilities*, who sell power to the consumer and perhaps have more frequent contact with him than do other members of the team.

"The *contractor*, who may not leave his calling card so frequently—maybe only once if he does a perfect job—but upon his knowledge and skill depends the entire chain of electrical service. Without a proper installation the utility sells less electricity and the prestige of product and name of manufacturer and distributor suffers.

"The *wholesaler*, who supplies the electrical contractors and the appliance dealers.

"The *manufacturer*, who fosters research and makes the products upon which the electrical industry has contributed to the higher standards of living in this country.

"Teamwork means the functioning of each member at the maximum of his ability. Chiseling and shortsighted maneuvers for individual or even industry group advantage cannot be tolerated. Our teammates and ourselves must play the game fairly and squarely."

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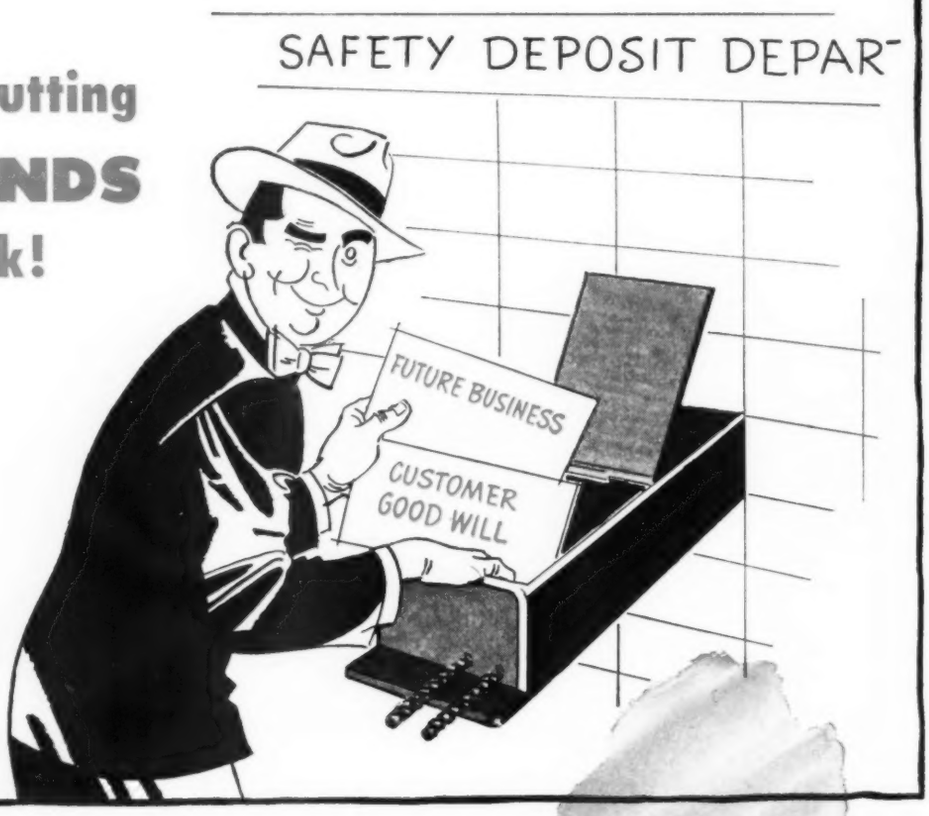

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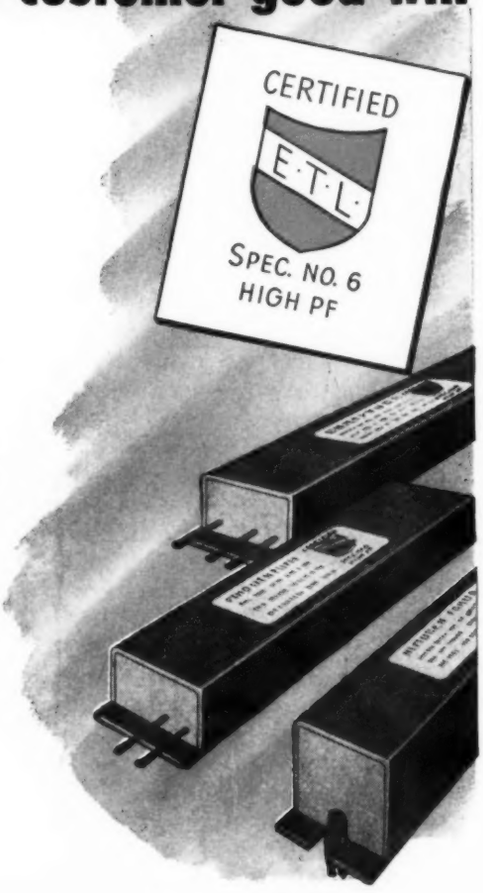

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To Help You Sell More in 1946: This Is What E. E. I. Plans to Do

By C. E. Greenwood

Commercial Director
Edison Electric Institute

WHEN at the close of September 1945, the average annual consumption of electric energy by the homes of our country passed the 1200 mark, there was only passing comment on this achievement. And yet this use represented more than doubling the total of 547 kilowatt hours average of 1930. The utility companies can take but partial credit for this remarkable growth although much vigorous direct selling of equipment has been done by them, and constantly lower rates for service have encouraged more liberal use.

The manufacturers contributed with effective national advertising of more modern and efficient equipment. The wholesaler in the same period grew in importance in the scheme of distribution, and more contractors sold more adequate wiring jobs. An ever expanding body of retailers from the neighborhood electrical dealer to the largest department and furniture stores has pressed the sale of household appliances.

National Programs Helped

The most outstanding contribution to the expanding use of electricity in the home has been the industry commercial effort as represented in the National Promotional Programs which have been carried on over the period in question. These have been directed mostly to the homemaker. Even this past year the sale of residential kilowatt hours has been up 9 percent over last year. This helps to offset the loss of industrial kilowatt hours off approximately 6 percent and of slightly more than 1 percent in commercial establishments and smaller industries. There were 800,000 customers of all classes added during 1944 bringing the total to about 34,000,000, the majority of the new group being in the rural areas.

It is established practice for the electric utility company to coordinate its local business-building efforts with other industry groups. Developments in promotional material are therefore of concern to all interested in the commercial activities of the utility. Particularly so are the national promotional plans of the Edison Electric Institute, the trade association of the electric utilities, which serve as a back-drop for activity on the firing line. Therefore this brief picture of commercial thinking for meeting future sales problems will be helpful.

One will recall that when our spirits were low but our hopes high, postwar planners pictured intensified production of electrical goods as promptly as the necessities of war were satisfied. They visioned a long-denied, thirsty buying public clamoring for electric appliances for the home. There were many commercial utility men who, in the light of unprecedented demand, believed that they might, temporarily at least, safely withdraw from the field of intensive promotion in order that the dealers might have a heyday in filling orders. This contemplated policy gained acceptance despite the recognized need for selling promptly a wide range of equipment in commercial establishments, as well as in homes, in order to pick up the slack in energy output through loss of the war production load in industry.

Sales progress has been stymied by unexpected peacetime situations such as shortage of materials and manpower, OPA pricing policy, strikes and slow-downs and other bottle-necks. With no equipment to sell, no salesmen are needed. New candidates for sales work are slow to apply. The recent statement of Paul G. Hoffman, President of the Committee for Economic Development, before the First National Marketing Forum sponsored by the Sales Executives Club of New York, is the most significant. He said: "I believe you men in the merchandising field face greater reconversion problems in some respects than those which we in industry are struggling with. Not only must you put back together the sales forces of the nation scattered by war, but you have to resell 'Selling' as a profession. I believe that one of the things that American enterprise needs most right now is at least five million hard-hitting, scientifically-trained and well paid salesmen."

The commercial forces of Edison Electric Institute early sensed the need of building up within the electrical industry an army of trained salespeople. Its investment in a Sales Training Program is a substantial one, and the finest product of its kind is in the making. The complete Program is in five Sections with 18 sound-slide films and the same num-

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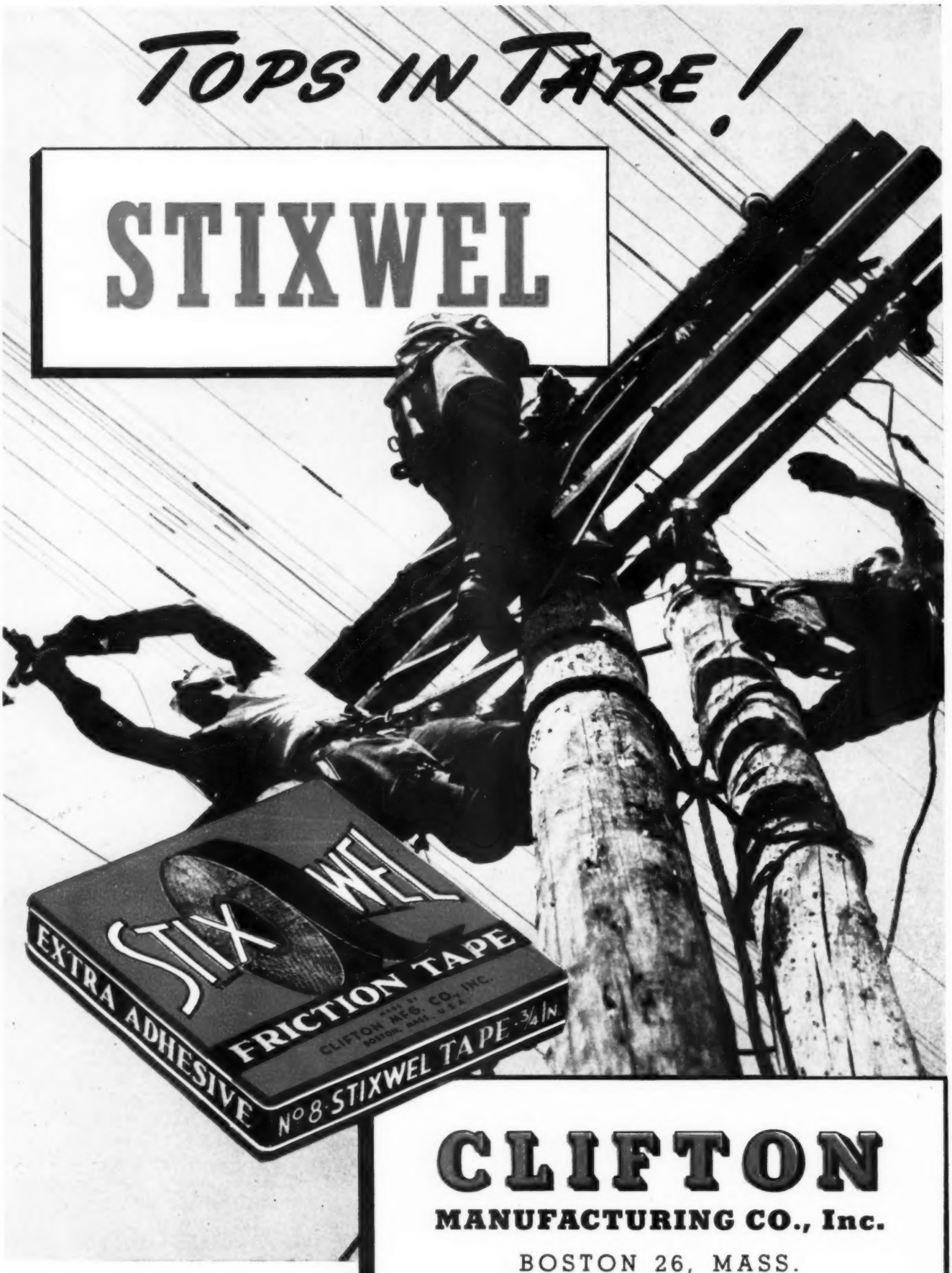

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ber of salesmen's manuals and leaders' guides. Our Sales Training Committee has had the cooperative assistance and counsel of National Electrical Wholesalers Association in the development of the Basic Sales Course which is broadly applicable and useful to all branches of the industry in training candidates for sales work. Any reader not familiar with this program may learn about it in further detail by writing for the Announcement Circular.

The immediate months ahead, during which reconversion is trying to find a base for moving forward, and recession in output of certain electrical equipment appears to be the order of the day, are being used by the Institute for a "Warming-Up" period for the stupendous selling opportunities ahead.

Wiring

One vital consideration is wiring. Acting as production and distribution agency for the Industry Committee on the Residential Wiring Handbook, and for one also on Farmstead Wiring, the product of authoritative representatives of ten technical and professional associations, the Institute is pleased to announce that the Residential Handbook will be ready for mailing about the middle of February. The booklet on Farmstead Wiring Design will not be available before the latter part of March.

Supplementing these publications, and to tie-in with them, the Institute is preparing a Wiring Primer which includes the fundamentals of wiring; the residential needs and application of wiring, and the commercial needs and application of wiring. Still another promotional tool now in process is a series of prepared lectures on wiring, each illustrated with colored slides. This will be helpful to one versed in the subject in presenting the message to local groups.

All-Electric Kitchens

We are also preparing a promotional program on the all-electric kitchen which will include a Kitchen Planning Manual and hand-out folders for meetings of all classes such as local Home Planners Institutes, cooperative meetings with building and banking groups and women's gatherings. The modernization phase will be emphasized as well as the planned electric kitchen in the new home.

Few persons concerned with electric cooking promotion are not familiar with the recipe book MEALS GO MODERN ELECTRICALLY — a product of the former Modern Kitchen Bureau. This is the leader in the field in this class of publication and demand has been well on to a million. Present supply is exhausted but a revised edition is in progress and will be re-issued as promptly as printing conditions permit.

The motion picture in kodachrome —IT HAPPENED IN THE KITCHEN—an enlightening and entertaining story of modernization and transformation of the old kitchen, is once again available now that restrictions on films have been removed. These tools for promoting electric kitchen equipment are just some being prepared during this "Warming-Up" period which it appears will continue for at least the first quarter of 1946.

Electric Water Heaters

Wholesalers will find a gradually expanding market for electric water heaters. Millions of prospects are living in areas where low competitive rates for this class of service are available. The Water Heater Section of NEMA has announced a promotional booklet which it will offer to the industry. Edison Electric Institute will supplement this publication with mailing pieces for utility companies to further assist in developing the market.

Lighting Market

And what about the lighting market? The possibilities are bounded only by the limits of organized effort. Mere mention is made here. From the educational side, the Better Light-Better Sight Bureau has functioned effectively throughout the war years. For peacetime re-education on adequate lighting levels for seeing tasks, its publications will extend into all fields. The long expected Walt Disney film in technicolor is due for distribution in February; the appealing sound-slide film on residential lighting SEE FOR YOURSELF is now available and also one impressing the high safety factor in adequate street lighting which is entitled LET THERE BE LIGHT. Numerous supporting charts and mailing pieces, together with newspaper mats, are in the mill.

Institute Committees are exploring the fixture market and encouraging certification programs which will assure results to the consumer in obtaining recommended lighting practices in accordance with application of light for seeing and light for selling. The electric wholesalers in particular have a stake in these programs, and can serve as a medium for obtaining better lighting through the sale of better fixtures.

Rural Markets

This brief statement on what is ahead in selling through utilities would be incomplete without mention of the rural market. Wholesalers have both an opportunity and a challenge to assist in taking information to the farmer, especially on productive equipment. Hundreds of thousands of new farms are being connected with electric service, and the farmer is looking for equipment which he seldom views outside of the chain store catalog. The wholesaler can function in exposing more of this productive equipment and intensifying to a larger degree on sales building in this field.

Edison Institute is re-establishing its Rural Division as a part of its commercial activities and will coordinate with the State Experiment Stations and numerous organized farm groups in order to bring to the farmer full information on the economic benefits of electrical labor. This basic education will assist in accelerating sales of equipment in which wholesaler and dealer will share.

Although the thoughts reflected in this outline cover but a portion of the field of commercial exploration and promotion of Edison Electric Institute directed through utilities and allied interests, they may suffice to point out that we are in preparation for memorable days of profitable selling. Therefore let's "ring in the new" with hope and fortitude.

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GET set to supply the big waiting market for ventilating and accessory equipment in stores, barber and beauty shops, theaters, hotels, laundries, taverns, office buildings, restaurants, and homes. Only FAN-PAC offers a complete line of sizes with all these advantages and features:

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7. **Nationally Advertised. Dealer Sales Helps.**
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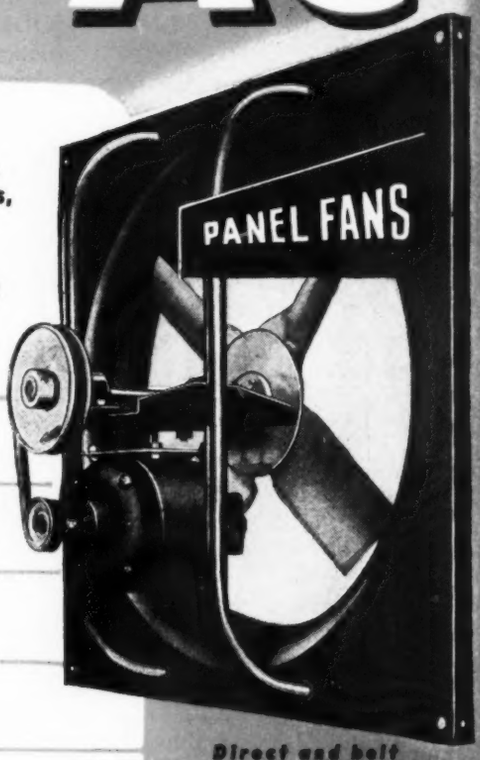

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To Help You Sell More in 1946: Use This Study in Super Lighting

By Clifford Ham, Jr.*

TO hurrying crowds on one of St. Louis' busiest thoroughfares today, "post-war" is more than a word that we have almost stopped using. For here it has arrived, in the form of a colorful, brilliant modernized store of tomorrow! Through an all glass front, passersby can view the entire first floor as they would a shop window.

For a long time, lighting salesmen have been hearing that modern lighting was scheduled to go places. At the newly relighted store of the American Sporting Goods Company it has truly arrived and supplies an example that may be followed in thousands of other stores throughout the country.

Here is the world's first major installation of small diameter fluorescents. Here are bactericidal lamps in restrooms and sunlamps in executive offices. Here are graduated footcandle values from 300 in the windows to 45 on the mezzanine, all of which add up to a striking demonstration of the force and the promise of modern fluorescent lighting.

In the challenging campaign to relight America, this installation is a kind of signpost, both for those who sell lighting and those who use lighting to sell. Wholesalers' salesmen and merchants alike may learn from what has been done in a single St. Louis store that modern lighting points the way to profits.

Some of the installation details may

serve to aid lighting salesmen who appreciate an outstanding job, who are quick to adapt new techniques that have been applied successfully to problems similar to their own.

For instance, a grand total of 28 300-watt reflector spots with concentric louvers are recessed in the ceiling on 9-inch centers, just back of the front window. This powerful battery helps to control daylight reflections from the glass front and floods the show windows with more than 300 footcandles of dramatic display lighting.

The overall lighting is unique in more than one respect. Many of the first fluorescent installations followed the pattern of the filament systems that they replaced. As the flexibility of fluorescent became more apparent, in the larger commercial interiors and department stores, different sales sections and different floors were lighted differently.

The American Sporting Goods installation is unusual in that from the front of the store to the mezzanine in the rear, definite light zones are created by varying the operating current and the concentration of luminaires as well as the number of lamps in each.

This variation provides from plus 300 footcandles in the first zone directly behind the glass front to 45 footcandles on and under the mezzanine in the rear. Thus, as an attraction factor, higher lighting levels are put to work in the front of the store where they will help most in converting street traffic into store traffic. However, instead of getting the required wattage from a small number of the larger standard fluorescent lamps, a larger number of small diameter slimlines are employed, and up

A pleasant buying area is created in this sporting goods store, with the recessed slimline lamps casting an even light which brings the murals almost to life.

A view of the sporting goods store taken from just inside the door. Lamps have been recessed in the showcases, and spotlights in the ceiling provide a punch of light.

The general selling area of the store is bathed in 60 footcandles of glareless light. Fluorescent lamps recessed in the showcases accentuate the products there.

Another view of the main selling floor of the St. Louis sporting goods store where a new installation of slimline lamps has been made. Notice detail on book counters.

to six lamps are used in a single luminaire.

Problems similar to those met in this interior will be frequently encountered by wholesalers' salesmen in their preliminary surveys of many relighting jobs. They may find interest and value in some of the details of this outstanding installation.

The interior, 22 feet 9 inches in width by 102 feet in length, has a 16-foot 2-inch ceiling, broken at about the half way point by a mezzanine extending to the rear. All first floor fixtures are recessed and louvered. In the 300 to 100 footcandle zone immediately behind the windows, five luminaires are used, three lengthwise and two across, to form an E-shaped pattern of high lighting intensity. The light output of each fixture is obtained by the use of 6 eight-footers.

The widthwise rows are on 8-foot centers. For the first 2½ feet, a lighting level of 300 footcandles is maintained, graduating to 100 footcandles in the next 11 feet. In the next zone extending to the mezzanine, twelve luminaires, each housing eight-footers also, provide a level of from 60 to 65 footcandles.

Under the lower ceiling heights of the mezzanine, where requirements call for 40-45 footcandles, the light output can be reduced, and in this half of the store the operating current is switched from 200 to 100 milamperes. On the mezzanine as well as under it, the lighting patterns in the front of the store are varied. Two and four-lamp standard fluorescent units are combined with the six and eight foot slimlines in the rows installed on 7-foot 6-inch centers across the width of the store. For the supplementary lighting of 46 niches and cases on the main floor and 13 on the mezzanine some 50 footcandles are provided. Over the gun case four 300-watt filament spots reinforce the general illumination in this strategic sales location.

The second floor presented a different lighting problem. Here the stock comprised larger items, such as canoes and motors. On the lower ceilings, fixtures are surface mounted instead of recessed, and levels of 40 to 45 footcandles attained. These are provided largely by the same type of luminaires lamped with four 8-footers that set the pattern for the first floor general sales areas. Minor installation differences include positioning on 9-foot by 12-foot centers, and surface-mounted instead of recessed installation.

On the third floor are both wholesale and retail sales areas. The layout followed is very like that of the second floor with rows of luminaires, surface-mounted on 8-foot centers, housing four lamps each of the 8 and 6 foot length. These provide

Regardless of the product to be sold, whether hunting rifles or minute trout flies, there is sufficient light in every section to the store to help the sale.

NOW Sell the Other Half!

Get a bigger share of this Great Potential Market with MITCHELL INDUSTRIAL LIGHTING

ALL OVER AMERICA . . . light-conscious factories need (and are now buying) up-to-date lighting. With a modern Industrial Lighting Department . . . featuring the complete MITCHELL line . . . you can render a *thorough* lighting service . . and get volume business. There are so many "efficiency features" . . . such a wide range of models . . . MITCHELL Lighting is *easier* to sell. Moreover, behind your department stand MITCHELL resources, engineering ideas, promotional helps. All this assures you a big edge on competitors . . . year in . . . year out!

Write for full-size *Catalog No. 281* and pocket-size *Catalog No. 290*. Each tells full story of industrial units . . . each builds sales.

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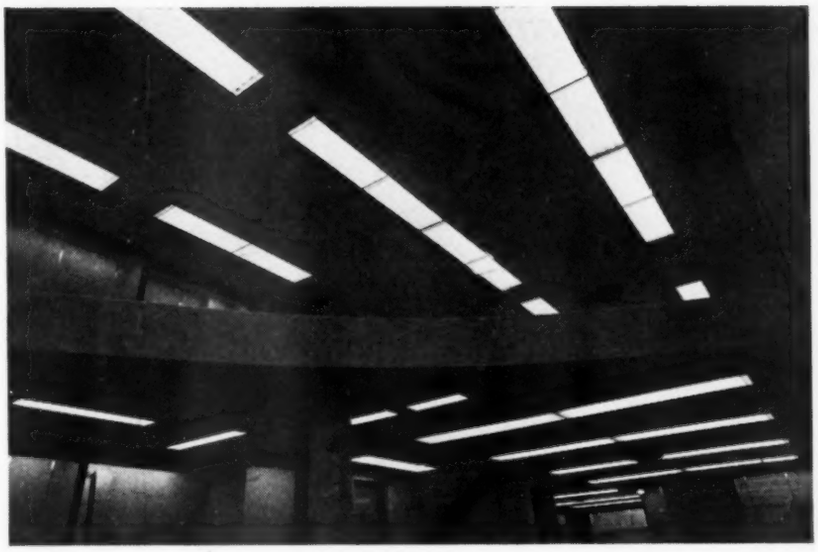
MITCHELL
FOR TOP LIGHTING VALUE



View of slimline fluorescent installation above and be'ow the mezzanine taken before completion of the store construction.

50-55 footcandles of illumination.

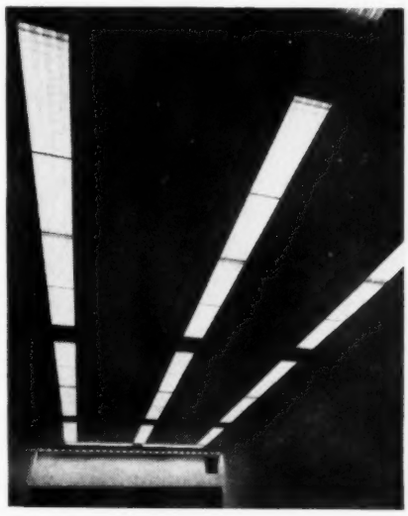
In the general and executive offices on the fourth floor, which also includes two stock rooms and three hallways, 55 to 60 footcandles are maintained in the general offices, and from 50 to 65 on the desks in the private offices. In the general office areas, the same general pattern is employed as on lower floors. Six and eight foot slimlines are used, largely in four lamp fixtures. Over the desks in each of four executive offices S2 sunlamps are centered. The fifth and sixth floors and basement, which will be used for warehouse, shipping and receiving, are lighted with a combination of standard industrial 40-watt fluorescent units and filament lamps.

For upper air irradiation, in the lavoratories and rest rooms, on second, third and fourth floors, 15 and 30-watt bactericidals are installed.

All footcandle levels as referred to above are calculated on a maintained basis, and are conservatively figured at a 75 percent maintenance factor. It is expected that actual performance levels will be considerably higher because of the fact that the entire building is completely air conditioned at all times and filtered for dust elimination. A dust-free atmosphere can easily mean lowered lamp depreciation and higher light output under extended service conditions.

Aside from having established new high standards of intensity levels in the use of lighting as a sales tool, the American Sporting Goods Company's new home shows other improved facilities for better faster merchandising. Two devices in use will contribute to better customer seeing and higher lamp efficiencies. Defrosters installed over the all glass front will eliminate frost and moisture on the windows, insure clear vision from the street. The air filtering system is further reinforced by a high velocity fan that forces a stream of air outward from the front door areas, further reducing dust and insect depreciation of lamps.

This installation is important to every lighting salesman in that it is a significant signpost on the road to higher commercial lighting standards.



Left: Lighting on the first floor as seen from entrance of store.

Above: Ceiling lighting pattern in the high bay area of the first floor.

Above, right: Another view of the ceiling lighting pattern.

To a wholesalers' salesman, this account of the first major postwar installation should present a challenge, suggest full use of the wealth of new lighting tools available today. Only in aggressive selling that is worthy of the splendid equipment with which he works can he find the sure formula which through higher lighting standards leads to bigger sales volume and larger lighting profits.

**St. Louis Service District, Lamp Department, General Electric Company*

ANOTHER reason why G-E BALLASTS add reliability to your fluorescent fixtures

THESE ballast coils—picked at random from a production run—are identical. This is not a matter of chance.

These coils are automatically wound by a machine that predetermines the number of copper-wire turns for every coil layer, that spaces these turns exactly, and feeds in layer insulation at just the right instant. Constant tension is maintained on the coil wire as it feeds on to the specially constructed winding spool so that every finished coil is exact in size, smooth, compact, and evenly rectangular. No rounded sides, no "springy" layers.

Long lamp life; rated light output. This uniformity of coil design is one important reason why every G-E ballast has electrical characteristics perfectly matched with the lamp it is to operate—a "must" to assure long lamp life and rated light output.

Improved ballast life. Matched characteristics contribute, also, to uniformly long ballast life—prevent early burnouts. It is features like this that are responsible for the fact that more than one billion watts of fluorescent lighting are being satisfactorily operated today with G-E ballasts. More than 150 lighting equipment manufacturers rely on G.E. for all or part of their ballast requirements.

For complete data on G-E ballasts, ask for GEA-3293F. *Apparatus Dept., General Electric Co., Schenectady 5, N. Y.*

These ballast features help keep fixture users satisfied—they mean added profits for you

1. Low noise level—for satisfied users
2. Long life—for low replacement cost
3. Characteristics matched with lamp—for rated lamp life and light output
4. Dimensions that permit use of one wiring channel for practically all fixtures—for simplified parts inventory and lower fixture cost

BALLASTS
LAMPS
STARTERS
LAMPHOLDERS
CABLE
for DEPENDABILITY in fluorescent lighting

Buy all the BONDS you can —and keep all you buy

GENERAL ELECTRIC

To Help You Sell More in 1946: Study the Markets in Rural Areas

By C. W. Kellogg
President
*Edison Electric Institute**

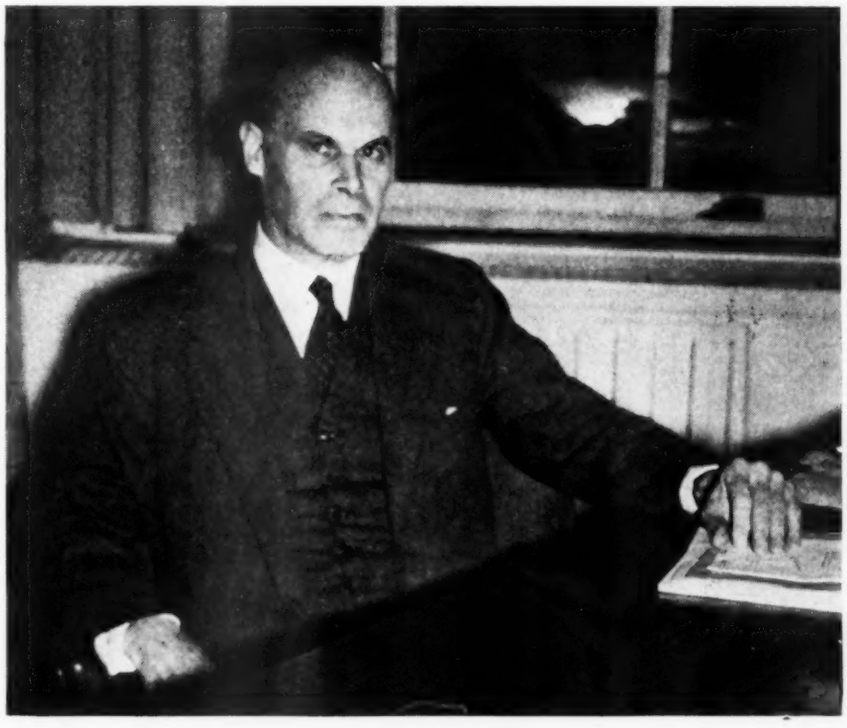
The greater, long-pull task ahead is to build up further the use of electricity on the farm so as to increase the farmer's earning power.

ELECTRIC utility companies as of the end of this year will be serving about 1,855,000 farms and their distribution lines will reach about 2,400,000 farms. (By the term "reach" is meant that the distribution lines come within ¼ mile or less from the farm dwellings.)

A recent survey just completed by the Edison Electric Institute shows that the electric companies plan to add to the next three years 560,000 farm customers. They will then be serving 2,415,000 and their lines will then reach 2,850,000 farms, or over half of the nation's farms that have occupied dwellings and are within practical reach of distribution lines.

Companies Laid the Foundation for Widespread Rural Electrification

Before retail distribution power lines could be extended far into the country, a widespread network of transmission lines and substations was necessary. When the smaller cities and towns of the nation had been provided with dependable, twenty-four hour service, it became feasible to build radiating distribution lines out into the farming areas. Farm electrification got under way in earnest in the early Twenties and before the great Depression put a stop to this program, by rendering the farmers without means to buy equipment and to make the necessary farmstead electric installations, the companies were making rapid strides in building lines and adding farm customers. As soon as the farm income improved the companies again resumed their former rapid progress in making farm line extensions. This continued until they were again held up, this time by limitations due to the war, part of which limitations, namely materials, are still felt at the present time.



C. W. Kellogg

The prior provision by electric companies of numerous and dependable power sources throughout most of the farming areas of the country made it possible for REA cooperatives quickly to go forward with their distribution lines. The progress of the REA program was simplified and expedited by reasons of the fact that these adequate and reliable sources of power were widely available at rates lower than the cost were the cooperatives to generate and transmit their own power supply. This

widespread provision by the electric companies of transmission lines and substations backed up by adequate generating capacity was thoroughly demonstrated during the present war in connection with the manufacture of munitions and the provision of training facilities for the armed forces. Army and Navy camps and other establishments and munitions plants, no matter how remotely located, in practically every instance found that they were able to tap an adequate power supply already provided, thus avoiding costly delays and large expenditures for building transmission lines or for the construction of local generating facilities.

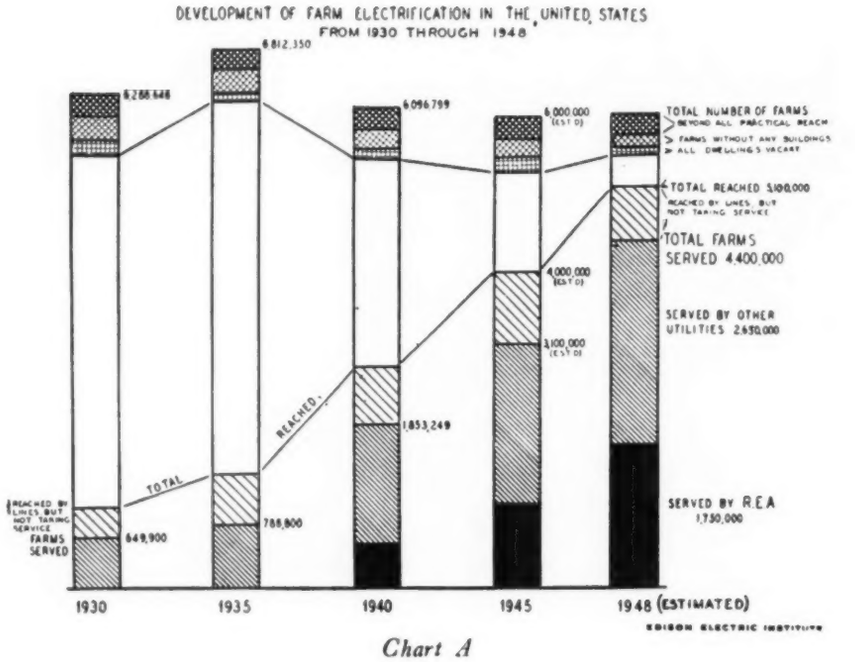


Chart A

Power Lines Extended to the Farms

By the end of 1935 electric utility companies were serving about 750,000 farms and their lines reached about 1,250,000 farms. (In the next nine years to December 31, 1944 they added another 925,000 farms net, after deducting acquisitions by REA co-ops.) In the same nine-year period the gross additions of REA co-ops including acquisitions were 915,000 farms. By the end of 1945 the companies will be serving approximately 1,855,000 farms and by the end of 1944 they expect to be serving 2,415,000 farms with their lines reaching about 2,850,000 farms all together.

I point out these facts because the companies have been accused of slothfulness in bringing electricity to the farmer, of having jumped into the farm electrification business only when they saw cooperatives enter the field. The figures I have cited, however, and the history of farm electrification show that in general the electric utility companies over a long span of time have been advancing rural electrification as fast as developments in the art both in supplying electric service and in the provision of farm utilization equipment would justify.

About Two-Thirds of All Farms Now Reached by Power Lines

Preliminary figures issued by the Bureau of the Census indicate that the total number of farms in the United States is about 6,000,000. Statistics of the Institute indicate that 3,100,000 of these farms will have electric service as of the end of this year and, based on the 1940 Report of the Bureau of the Census, the Institute estimates that 900,000 more farms are reached by distribution lines but not yet taking electric service. In other words, 4,000,000 farms are reached by power lines.

With 4,000,000 farms now reached by distribution lines, there remain 2,000,000 yet to have electricity brought to them. But a considerable part of these are beyond practical reach or are not prospects for electric service. (1) Experience of electric utility companies indicates that at least 5 percent of the nation's total number of farms are beyond the practical reach of distribution lines, and that if they are to be served it should be by isolated farm plants of one kind or another. (2) Based on the 1930 Census, it is estimated that another 100,000 of the remaining farms are tracts of land without buildings. (3) Many more of the unserved farms are without any occupied dwellings. A report recently issued by the Bureau of the Census giv-

ing figures for October 1944 indicated that there are 1,200,000 vacant farm dwellings. Most of these are tenant houses and many of them will no doubt be re-occupied in the next two or three years; but these figures would indicate that a few hundred thousand farms at present are without occupied dwellings. Assuming conservatively that three years from now the number of farms without occupied dwellings will have shrunk to only 100,000 and that another 100,000 farms are without buildings and that 300,000 farms are beyond practical reach of power lines, we have a total of 500,000 farms that are not good prospects for electric service from distribution lines. Subtracting this 500,000 from the 2,000,000 farms beyond the reach of existing distribution lines, we have left only 1,500,000 farms to which distribution lines can reasonably be extended in the coming years. Even this reduced number, unless new farm areas are developed, is subject to further shrinkage because of (1) the continued trend toward bigger farms which is brought on by modern farm machinery and because (2) the automobile, truck and tractor enable the farmer to operate his land at some distance from his domicile.

Electric utility companies, as stated before, plan to connect 560,000 additional farms in the next three years. Utility districts and municipalities will add another 40,000 farm customers in the same period. The REA has announced that it expects to add in three years 1,300,000 rural customers, of which about 1,000,000 will be farms. This total 1,600,000 farms, is 100,000 more than the number remaining unreached after deducting those without occupied dwellings or beyond practical reach. Of course, there will still be about 15 percent of unserved farms along existing lines, but to indicate how difficult it is to approximate 100 percent saturation, it may be observed that in incorporated communities of 1000 population and less, most of which have had electric service available for fifteen to thirty-five years, only 84.5 percent of all the occupied dwellings in 1940 were wired for electricity, leaving 15.5 percent still not taking the service.

Chart A illustrates the progress of rural electrification over the past fifteen years and the outlook for the next three years, at the end of which time the task looks to be approaching completion so far as the building of REA distribution lines is concerned. This chart assumes that in the next three years the REA cooperatives will be able to connect about 700,000 additional farms. According to their past performance and according to the experience of the electric utility companies, even this number is a large undertaking for a three-year program.

Rural Dwellings

When power lines are built to reach the unserved farms, they will reach all farm dwellings and will also reach practically all the rural non-farm homes. Hence in attempting to size up the remaining rural electrification job, we need only reckon the unserved farms with dwellings. However, it may be worth while to examine briefly available information on the total number of rural dwellings, farm and non-farm, that are without electric service.

The 1940 Housing Census showed that about 6,500,000 occupied rural farm and non-farm dwellings out of a total of about 14,250,000 did not then have electric service. The 1944 Housing Report (issued July 1945) of the Bureau of the Census, previously referred to, showed that this number of occupied dwellings without electric service had been sharply reduced, both because many additional houses had been wired and because the number of vacant dwellings had increased sharply, no doubt as a

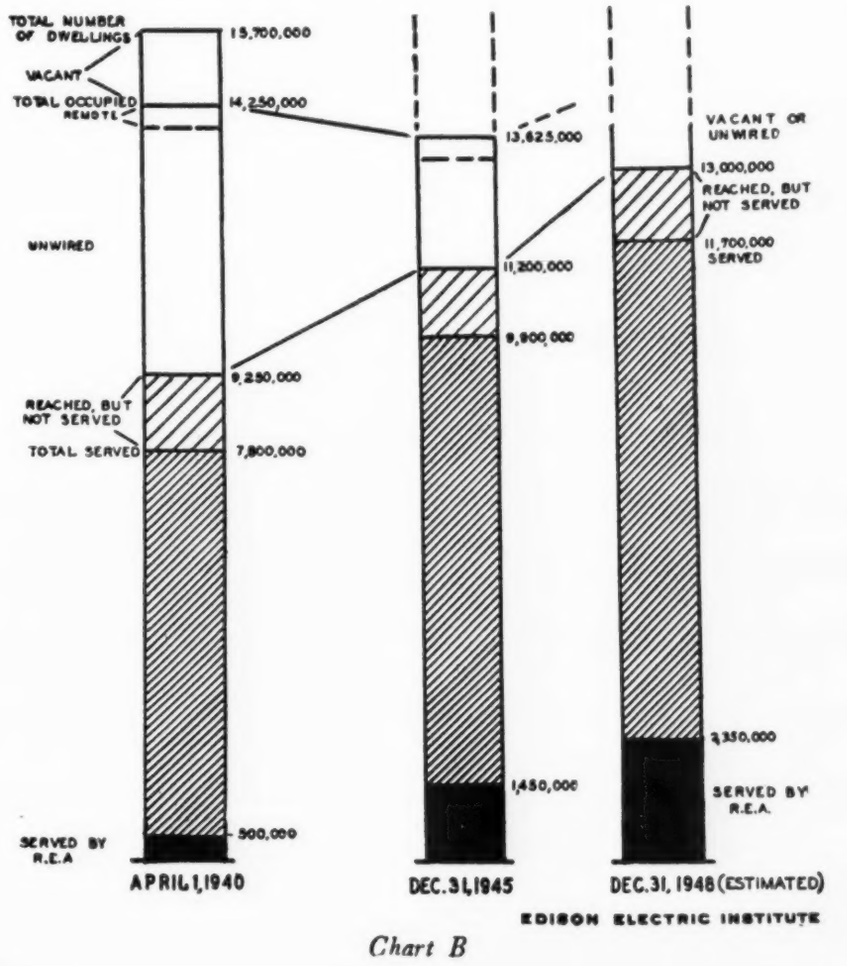


Chart B

result of war conditions. From this report it appears that as of the end of this year there will remain only about 3,500,000 occupied rural dwellings without electric service located outside of incorporated towns and villages. About 1,100,000 of these are already reached by existing distribution lines, leaving only 2,400,000 yet to be reached. The farm extension programs of the companies are expected in the next three years to serve about 880,000 additional rural homes. Utility districts will serve another 50,000. About 400,000 of the occupied rural dwellings may be considered to be beyond practical reach of distribution lines. This reduces the number without service that practically can be reached to about 1,100,000 occupied rural dwellings which is considerably less than the announced three-year program of the REA to serve 1,300,000 rural customers. Of course, several thousands of vacant rural homes can be expected to be reoccupied, most of which will not be wired homes; but since they are largely tenant dwellings, the bulk of them will be adjacent to existing lines. As stated before, the lines built to serve the farms will reach the farm dwellings and practically all the non-farm dwellings. Once the distribution lines have been built the cost of adding additional customers along the line is not large. It averages about $112 per additional customer. Chart B shows graphically the progress in electrifying rural dwellings.

Farms to Build Power Lines to		
Total number of farms, about		6,000,000
Number reached by power lines		4,000,000
Farms not reached		2,000,000
Farms beyond practical reach, 5% of all farms	300,000	
Farms without buildings	100,000	
Farms without occupied buildings	100,000	500,000
Remaining farms to build lines to		**1,500,000**

Duplication of Facilities

As stated before, the progress of the REA program was greatly simplified and expedited by reason of the the fact that adequate and reliable sources of power had been made widely available by electric utility companies at rates lower than the cost where cooperatives generate and transmit their own power supply. A relatively small amount of extensions to existing company-owned transmission lines is all that has been required to effectuate the wholesale supply of power to practically all the REA cooperative distribution systems that have been built, and this will be the case for those that conceivably will be built. Nevertheless, several large generating and transmission systems have been financed by REA and allotments have been reported for more such that largely duplicate existing generating and transmission facilities. I feel sure that your Committee will find that the cost of power delivered to the distributing cooperatives from generating plants and transmission lines already built by REA financed cooperative agencies is equal to or higher than the wholesale rates charged by electric utility companies to the REA distribution cooperatives in the same general localities.

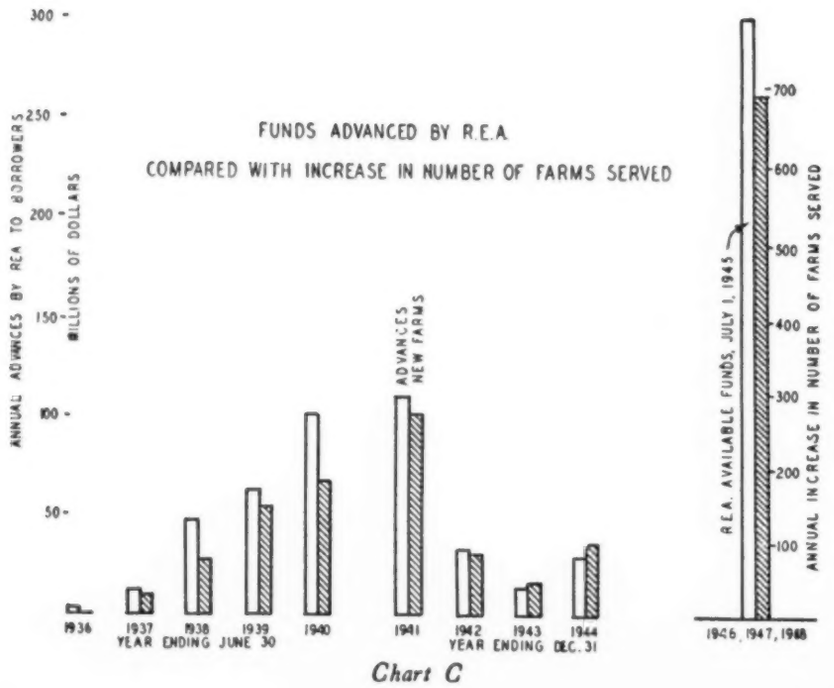


Chart C

Costs

The companies estimate the cost of connecting 560,000 additional farms at $224,000,000. The cost of connecting about 320,000 additional rural non-farm customers along the same lines is estimated to be about $36,000,000 additional, making a total of $260,000,000.

The total funds advanced by REA from the time of its creation in 1935 to December 31, 1944, was reported to be approximately $406,000,000, and this resulted in serving 1,216,000 customers, of which 935,000 were farm customers. If the REA cooperatives in the next three years add 700,000 farms and a corresponding proportion of other rural customers, and their past record of additions, as well as the experience of the electric companies, shows that this is a big undertaking, it would appear from the nine-year average costs that the total cost would be $304,000,000. If they could add a million farms in that

length of time, in accordance with the REA's stated three-year program, the total cost on the same basis would be about $435,000,000. After deducting the farms planned to be connected in the next three years by other agencies, however, there appear to remain only 900,000 that are prospects for service from distribution lines. According to the nine-year average cost, it would take $390,000,000 to serve this number.

The REA as of July 1, 1945, according to a recent press release of its Administrator, had $200,000,000 in new appropriations and an unexpended balance of approximately $100,000,000, making a total of $300,000,000 available to carry forward its program. This is three-quarters of the amount estimated to be required to take distribution lines to all the remaining practical prospects for distribution line service from REA cooperatives. If, in the next three years, REA cooperatives can extend distribution lines to 700,000 farms and a corresponding proportion of other rural customers, the $300,000,000 currently available would be approximately sufficient to execute this program.

Chart C shows the total amount of funds advanced by REA in each of the nine years of operation ending December 31, 1944, and the number of farm customers added each year. It shows also the $300,000,000 available as of July 1, 1945, most of which would actually be spent after January 1, 1946. The chart also shows the number of farms to which this $300,000,000 will bring service as indicated by the nine-year average cost.

FARMS WITHOUT CENTRAL STATION ELECTRIC SERVICE, JULY 1, 1945

	Number	Percent	State Allotments of 1946 REA Loan Funds
United States	**3,371,189**	**55.3**	**100,000,000**
Alabama	165,346	71.3	4,904,679
Arizona	10,218	55.3	303,098
Arkansas	175,224	80.9	5,197,691
California	10,458	7.9	310,217
Colorado	26,136	50.8	775,276
Connecticut	1,863	8.8	55,262
Delaware	3,744	41.6	111,059
Florida	40,048	64.3	1,187,949
Georgia	138,033	63.9	4,094,490
Idaho	9,563	21.9	283,668
Illinois	90,639	42.5	2,688,636
Indiana	49,049	26.6	1,454,947
Iowa	84,718	39.7	2,513,001
Kansas	112,727	72.1	3,343,835
Kentucky	187,394	74.1	5,558,692
Louisiana	118,857	79.2	3,525,670
Maine	15,380	39.5	456,219
Maryland	15,325	36.3	454,587
Massachusetts	4,197	13.2	124,496
Michigan	30,289	16.1	898,466
Minnesota	104,851	53.1	3,110,208
Mississippi	236,592	81.3	7,018,058
Missouri	183,250	71.6	5,435,768
Montana	30,473	72.9	903,924
Nebraska	84,012	69.4	2,492,058
Nevada	1,713	47.9	50,813
New Hampshire	2,704	16.3	80,209
New Jersey	1,535	5.9	45,533
New Mexico	26,706	78.3	792,154
New York	32,038	20.9	950,347
North Carolina	171,926	61.8	5,099,862
North Dakota	67,712	91.5	2,008,550
Ohio	49,183	21.0	1,458,921
Oklahoma	143,287	79.7	4,250,340
Oregon	12,429	20.1	368,683
Pennsylvania	52,827	31.3	1,567,014
Rhode Island	64	2.1	1,899
South Carolina	80,456	58.5	2,386,636
South Dakota	64,154	58.5	1,903,008
Tennessee	184,267	74.4	5,465,935
Texas	273,102	65.3	8,101,059
Utah	5,411	21.3	160,507
Vermont	7,782	33.0	230,838
Virginia	114,635	65.5	3,400,432
Washington	13,386	16.4	397,071
West Virginia	65,732	66.2	1,949,817
Wisconsin	62,285	33.4	1,847,568
Wyoming	9,468	63.0	280,850

Task Yet to Be Accomplished

The figures I have cited for this committee in my estimation show that the electric companies have been going ahead with the task of electrifying rural America and that they will continue their efforts on an extensive scale. At the end of the three-year program practically all the farms in the New England, Middle Atlantic, East North Central areas and in the section west of the Rocky Mountains, except those that are isolated or without occupied dwellings, will have been reached by electric distribution lines.

Only a few hundred thousand farms in the Southern states and the Great Plains areas would remain to be served. Of course, there will remain rural areas that may be expected in time to become prospects for the extension of more farm lines but by its nature this would be an operation that will move at a slower pace for many years. But the end of the big task of taking electric service to the great bulk of farms is now in sight.

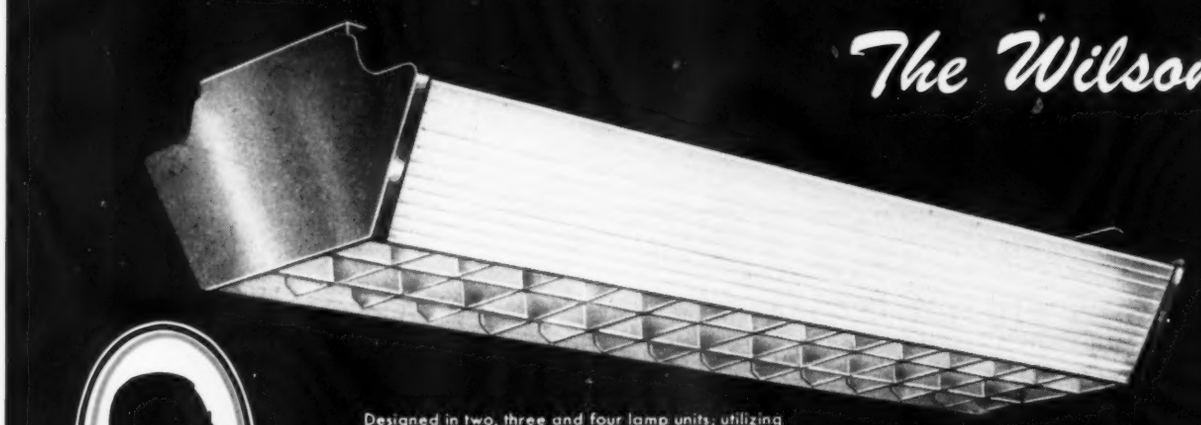
**EDITOR'S NOTE: At hearings before a Subcommittee of the Committee on Interstate Foreign Commerce of the House of Representatives on H. R. 1742, a bill "to amend the Department of Agriculture Organic Act of 1944 to facilitate the use of certain funds therein provided for the Rural Electrification Administration," an oral statement regarding the present state of rural electrification in the United States was presented by Grover C. Neff, president of Wisconsin Power and Light Company, in behalf of the Edison Electric Institute. A formal statement prepared by C. W. Kellogg, president of EEI, was handed to the Committee by Mr. Neff. The above article is text of that statement.*

Another in the

Presidential Series

OF *NEWLY DESIGNED* FLUORESCENT LUMINAIRES

The Wilson



Designed in two, three and four lamp units; utilizing 40-watt, T-12 fluorescent lamps. Hinged, egg-crate louver bottom, iridescent Linex glass side panels.

Distinctive . . .

Outstanding in appearance. Smart in design . . . styled in perfect taste.

Functional . . .

Scientifically engineered to give long and lasting performance at peak lighting efficiency.

Flexible . . .

Surface mounted . . . or suspension mounted with Hanger AH-200—individually or in continuous row.

This is an installation utilizing "The Wilson," A-4440 4-lamp Luminaire in continuous row.

Pittsburgh Permaflector "Presidentials" are leaders in the field of fluorescent luminaires. Like all leaders—they are outstanding for many superior characteristics . . . the result of 30 years experience in the design and manufacture of quality lighting equipment.

The Wilson, typical of this series, offers the utmost in beauty and utility. Scientifically *and* distinctively designed—*The Wilson* is adaptable to a wide range of applications.

Investigate the "Presidential Series" of Fluorescent Luminaires and the entire line of *Pittsburgh Permaflector* Fluorescent and Incandescent Lighting Equipment. *Pittsburgh Permaflectors* are engineered for maximum efficiency . . . simple installation . . . easy maintenance.

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"Pittsburgh" Permaflector

To Help You Sell More in 1946: Relearn Appliance Selling ABC's

By R. M. Oliver*

THROUGH the din of constant clamor for production can be heard a deep and somber note of warning.

As a nation we have built the mightiest producing force in the history of the world.

As an industry we are turning with almost superhuman speed from goods of war to appliances of peace.

Shortages which exist now will soon be swept away by the greatest flood tide of merchandise imagined. Factory superintendents are blithely preparing charts for double, triple and even greater increases in production. Hundreds of new manufacturers (literally correct) will shortly be adding their wares to dealers' soon overcrowded shelves.

It's anyone's guess how long the period of pent-up demand and no-resistance selling will continue but all agree that it will end sometime; my personal opinion is that it will end much sooner than most people suppose and that *even now* the tide is beginning to turn. Some products are already experiencing a change from sellers to buyers market. In some stores today electric irons are gathering dust. Some distributors have *already* received order cancellations from dealers.

Of course, it is true that the products which are going begging are the unknowns, the over-priced war models and the "ersatz" values but the direction of the wind is unmistakable.

Soon—very soon—we will have to sell again. For if ever there was a truism it is that *MASS PRODUCTION* WITHOUT *MASS SELLING* IS IMPOSSIBLE.

For every hundred thousand appliances produced in any factory 100,000 purchasers must be *found* and *sold*.

There are approximately thirty-five million families who live in homes wired for electricity; these plus those whose homes will be electrified soon are our prospects.

To them next year will be offered 12 to 15 million electric irons, 5 to 6 million washers and—no one knows how many millions of radios, re-

frigerators, home freezers, ranges and countless other appliances *plus* more millions of automobiles, new homes, heretofore unobtainable articles of clothing, jewelry, travel opportunities, furniture, home improvements and equally desirable commodities. Uncle Sam will exact his tax toll, the grocer and butcher will get theirs and the portion of Mrs. America's dollar available to buy electrical goods will be smaller than small.

This isn't scare talk. It's plain truth. On one side we will shortly have more merchandise to sell than ever before and on the other side we will have keener competition for the consumer's dollar. This means that unless we are more efficient as salesmen than we have previously demonstrated we will not long be able to distribute the output of our factories.

To be more efficient we, as sales people, need a re-awakened understanding of the functions of distribution and an old time revival of the "A, B, C's" of the type of selling that in the pre-war period built the electrical industry to its present huge proportions.

If electrical appliances were built and sold upon a custom basis there would be no distribution problem; no need for wholesalers, no need for dealers, no need for salesmen. Mrs. Jones, upon finding herself in need of a washing machine, would go to see Mr. Smith, proprietor of a small electrical shop, tell him the nature of her requirements and commission him to make the washer for her.

Of course, it would cost her several times the price of the finest washer obtainable today, and it would most certainly not embody comparable improvements, refinements and engineering advances. Its construction would be crude, the design awkward. It *might* wash clothes if Mr. Smith had some previous experience in building articles of this type, but it would not be nearly as efficient as a modern washer.

In short, it would be just like the first shop-built automobiles and electrical appliances which seem so queer by present-day standards and which cost so much that only the very rich could afford them.

The reverse of this is the factory making thousands of these washers every day and the distributing organization finding thousands of Mrs. Jones and Mrs. Smiths to buy these washers.

This is a teamwork job for factory, wholesaler and retailer.

It's up to the factory to provide the research and production know-how to make the finest product possible and to tell millions of potential purchasers about the product and how it will satisfy their wants. It's up to the wholesaler and retailer to make certain that the product may be seen, demonstrated and purchased wherever and whenever it is most convenient for the prospect.

Reduced to simplest terms, that is the function of distribution and no one plays a more important role in it than the distributor's salesman, for he is the link that connects the factory to the thousands of retail outlets where the merchandise can be seen and bought.

As far as retailers and the public are concerned, the distributor's salesman is the factory. He is the source of all knowledge about the product and how it can best be sold. He is an expert. He is a merchandiser, an accountant, a master of display and of advertising. He must know how to select competent retail sales people and how to train them to sell the manufacturer's product. He is an engineer, a service manager and an authority on cost control and store management.

The distributor's salesman is quite a fellow. In the period ahead he will have to be even better than before. Above all, he will have to know and practice his "A, B, C's."

From the standpoint of a manufacturer who has just put all selling eggs in the single basket of the wholesale distributor and is pledged to back up that wholesaler with every means at his command, here is a check list of "A, B, C *musts*" for the wholesaler's salesman:

1. He must *know* the products he is selling. This might seem so obvious that it is taken for granted. Believe me, it shouldn't. Knowledge of product means of what it is built, how it is built, what its features are, how it compares with other similar products, why it is worth its price, terms of its guarantee, how and where it can be serviced, how to use it, how to demonstrate it. Of course, it is the factory's responsibility to teach the distributor's salesman all there is to know about it; but it is the salesman's responsibility to *learn* it.

2. He must *know* the policies of the factory and sell the product in accordance with those policies.

3. He must *use* the selling tools the factory provides. This doesn't just mean those things which particularly strike his fancy, but *everything* provided to help him sell. He must recognize that a factory sales portfolio is the result of days and even months of study, analysis, careful planning. More frequently than not it is also the result of the thinking of other wholesalers' salesmen. It is the one best way to tell the story of the product and the promotion. It should not remain in the back seat of the car. It should be used and used and used.

He must understand that demonstration aids, displays, literature and other materials will not do himself, the factory, the distributor, the dealer or the consumer any good until they are used as the factory has intended.

4. He should *carry* samples. Strange as it may seem, any distributor's salesman will find many dealers who have not seen and who do not understand the product. Even if they think they do or say they do, they don't. In the case of major appliances where samples cannot be carried, the distributor's salesmen should either bring the dealer and his salesmen to the distributor sales floor or use factory-provided visualizers, training films, etc., to bring the product to the dealer.

5. He should *take full advantage* of factory promotions and tie-in the dealer with them. For maximum selling efficiency the factory's national advertising must *pull* the prospect to the dealer's store and the dealer must *push* the product toward the consumer.

Factory national promotion can be compared to a radio broadcast. No one can hear the broadcast until the set is properly tuned in. The dealer is the receiving set. His store must be tuned in. It's up to the wholesaler's salesman to make sure that he is tuned in.

This means *make sure* that the dealer knows when a factory national ad will appear; what its message will be; details of the product and the offer. Then *make sure* that the dealer

tells the same message, features the same product and the same offer in his window and inside his store.

Make sure that the dealer's sales people know what the product is and what the offer is and that they tell prospective purchasers accurately about it, demonstrate it, sell it.

6. He should show the dealer how to sell the product. This means that he should know what a dealer should stock of the product and other similar products, how much he should stock, what to expect in turnover.

He should be just as much interested in helping the dealer to refrain from overloading as in selling him more. How to display the product, how to demonstrate it are important. The wholesaler's salesmen must *know* and *show*.

7. It is a wholesaler's salesman's responsibility to insist that a dealer maintains factory-established policies and refrains from destructive trade practices.

8. The wholesaler's salesman should periodically check with the dealer's customers to make certain that they are satisfied; that the product is measuring up, and that they know how and where to get service. He is in most cases the factory's sole contact with the dealer and his customers and should function exactly the same as a factory representative in this respect.

9. Where there is more than one product in a line, the wholesaler's salesman should sell the full line. It might seem axiomatic to say he shouldn't have "pets," but that's the story in a nutshell.

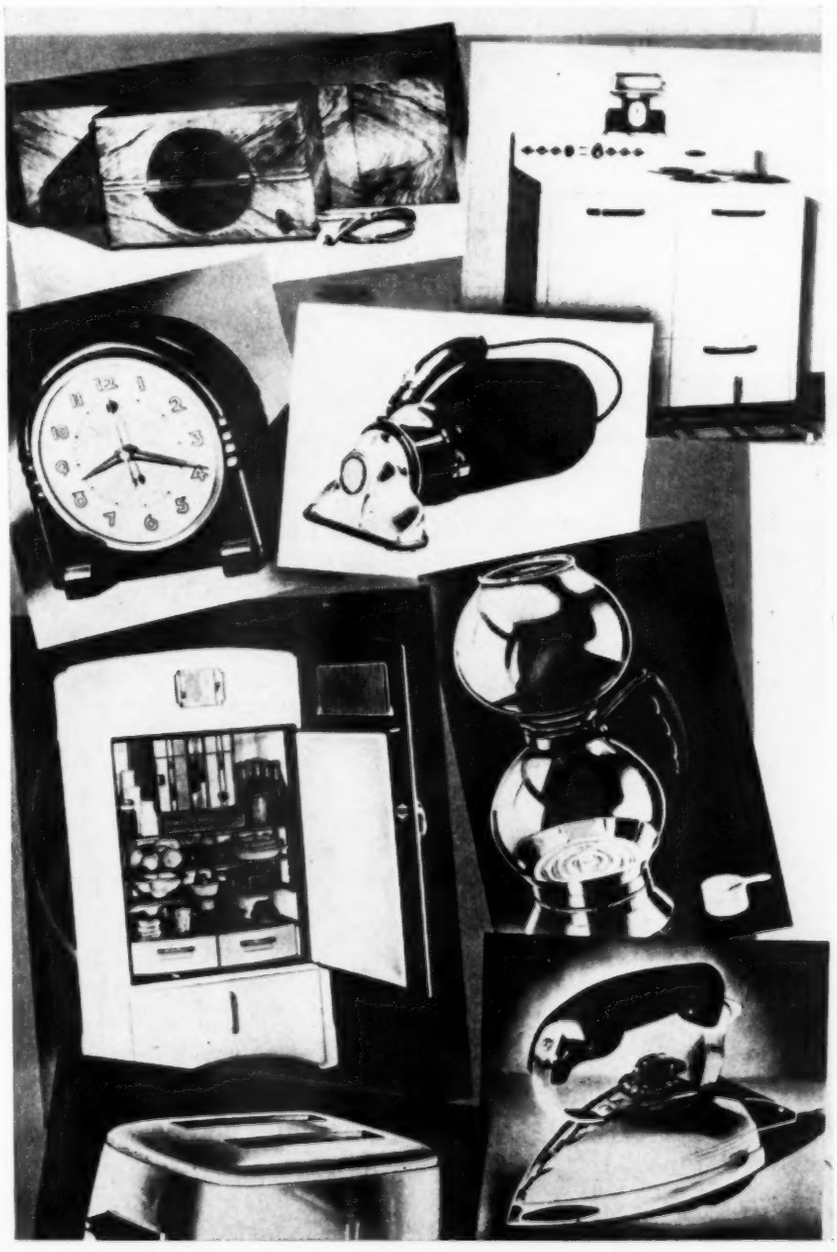
10. He should *cover* his territory. That's another obvious "must," but never more needed as an inflexible, never-to-be-deviated-from rule than now.

The dealer down the street who "wouldn't know how to sell it anyway" is the important cog in this postwar selling program. He *must* be taught to know. The distributor's salesman *must* show him, work with him, make him more efficient. Selling time must not, cannot be wasted. A minute lost can never be regained. The sale will be lost—not to a competitor *within* the electrical industry but to another bidder for the consumer dollar in some other industry.

Finally, never more than now is it so important that every woman knows all there is to know about the appliance she is purchasing. She has been away from our industry for a long time. The factory, the wholesaler, the dealer are on trial. She must be thoroughly sold; not even if she wants to do so should she be permitted to buy without being "sold."

Last month the head of a large department store buying group said that a program currently in force in every store within the group is that a prospective purchaser received a *complete* demonstration of an appliance—every appliance—before the sales person will accept the order. This is to make sure that she is sold thoroughly on the product, its features, what it will do, how it will fit her needs, satisfy her wants. As he put it, the store's entire customer-relations program is at stake.

Likewise, the future of the electrical industry is at stake. The wholesaler's salesman is the man upon whom it depends. To re-learn and reapply "A, B, C's" were never so imperative.



Vice President, Proctor Electric Co.

By E. H. Alexander*

THE future of industrial electronics can best be predicted and influenced by extending the existing uses of electronics. Often, we are hardly conscious of progress being made right before our eyes but after a short time—even a few months in the electronic art—we look back and are surprised to see how fast we are progressing. Few branches of engineering can claim less elapse of time between the engineer's dream and the finished, working article, than electronics.

Micro-waves

One of the most thought-provoking fields for future growth is the use of micro-waves for industrial purposes. The great strides made during the war with micro-waves (radar) for detection, direction, recognition and navigation open a new field.

These ultra-high frequency radiations have some promise of supplanting light beams now used with photoelectric relays and their unique transmission possibilities of being "piped" around corners are interesting. Such waves (in the vicinity of 3000 megacycles) can be polarized, reflected and absorbed, suggesting some of the properties of light.

For instance, the transparency of paper, thin wood and coarse wire screens to these waves compared with the opaqueness of wet paper, wet cloth and fine wire screens suggests many uses. Just one is a moisture-content controller for a continuous process industry. A thickness gage is another possibility. Any metal surface reflects the micro-wave beam; it need not be a polished surface. Although the human body absorbs the waves, it will also reflect waves of sufficient intensity.

Already several future industrial applications of this new electronic tool are in developmental stages. This principle of the proximity fuse, for example, developed for explosive shells might find application in railway signalling or train control, who knows.

Dielectric Heat

Stepping down a little in the frequency spectrum, from 3000 megacycles to the range of 3 to 40 megacycles, we find electronic sources for dielectric heat increasing the productivity of many machines or processes and, indeed, the worker himself.

Notably, the use of dielectric heat in the plastics moulding industry has been gratifying. Preheating of "sills" or "preforms" increases the product of the machine; allows the same piece to be moulded on a smaller press; and improves the quality of the finished piece.

The drying of synthetic and natural fibres or yarn, while in continuous motion, seems justified because of improved quality and tensile strength. Even food technologists are looking to this source of internal heat for dehydration and sterilization of food products.

Electronic Motor Control

Controlled electronic rectifiers have been used to supply regulated power to direct-current motors for more than 18 years, but only within the past four years has a packaged system for a complete, wide-range, variable speed drive come into its own.

During this short period of rapid expansion we have seen a previous limit of 15-hp extended to an operating installation of a 40-hp drive. Now a 75-hp drive is in the building and we already look with eagerness to a prospective 600-hp drive. Electronic motor control for ship propulsion and even main-line locomotive drives is in the offing.

Electronic Inspection

The technique of the television camera has been suggested as a means for the inspection of surfaces of materials in motion such as strips of metal, cloth and rubber. There are, of course, many problems to be solved, particularly what to do with a signal of imperfection. However, no apparently insurmountable object stands in the way of accomplishment.

Who knows but what centralized quality control system of the future will have instantaneous and integrated pictures at one central point of the quality of several remote continuous processes. The accomplishment of this feat stands a much better chance, in my opinion, than, for instance, the radical improvement of the induction motor or the power transformer.

Resistance Welding Control

Experience has proved that America's high standards of living have resulted in large measure from in-

To Help You Sell More in 1946: Study Industrial Electronics NOW

creased productivity of the worker. Perhaps no single tool of fabrication has contributed more to this increased productivity than electronically controlled resistance welding.

In 1930, the production of steel evaporators for domestic refrigerators was increased by 400 percent by this method of fabrication. In 1932 it made the use of stainless steel economically possible. Aircraft subassemblies, parts of high explosive shells, and the indispensable electronic tube were all made by this precision method of heat and pressure control.

Now, air-hardenable steels are joined by resistance welding, next annealed, and then tempered in one continuous sequence of precision-controlled events. It isn't careless speculation to predict that in the future the fabrication of large steel buildings and ships will be by this method. And *because of electronics* every joint will "write" on a permanent record its own certification of strength. An electronic weld recorder will do the job.

The versatility of resistance welding, when controlled electronically, offers tremendous possibilities for the future.

Light Sources

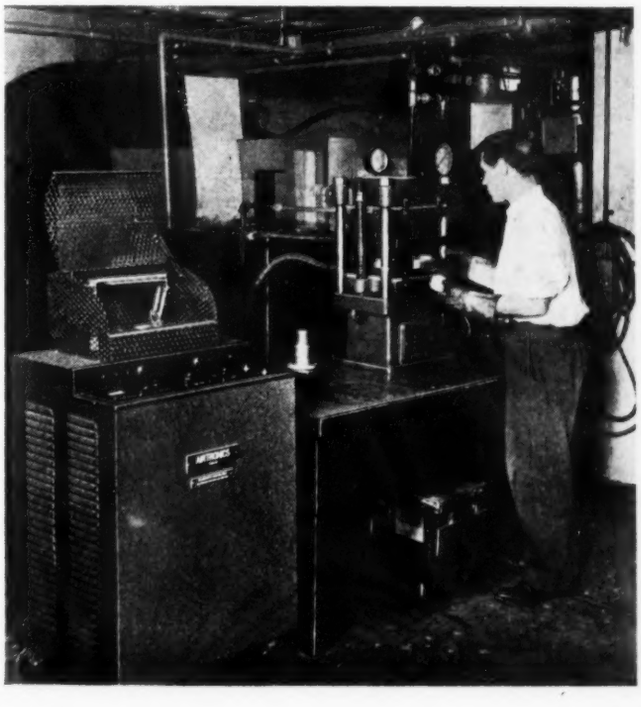
Although one has been inclined to neglect light sources as electronic devices, because of the incandescent predominance, such sources of light are coming into prominence. Beginning with the early neon-sign lighting, followed by sodium vapor and mercury vapor highway lighting, the fluorescent lamp appeared.

The bactericidal lamp and the Circleline and Slimline are more recent additions. All of these sources of light are electronic devices and their development reminds us that electronics will play a definite part on the future of light sources.

Conclusion

It is only natural to be enthusiastic about the future of electronics. After all, the electron is one of constituent particles of the atom and all of us have heard recently of great things going on in the exploitation of atomic energy. We need only, however, to concern ourselves with electrons freed from the bondage of matter, which is the science of electronics, to predict a bright future for this particular field of engineering.

**Engineer, Control Division, General Electric Company*



IF you want to sell more in 1946—and radios are one of the lines you handle—you will want all the sales ammunition you can get for yourself and to help your dealers when competition comes back into retail radio set sales.

One source of this "ammunition" is a survey made during the last few months—between V-E and V-J Days—as part of a continuing study of the home radio market being carried forward by the sales research department of Sylvania Electric Products, Inc.

The results of the second radio survey, most of which is printed in the accompanying tables, presents not only an up-to-date picture of what radio buyers intend to do as soon as new sets are available—how many they want to buy, how much they will pay, where they will go to trade, what models they prefer, etc.—but it shows by comparison with the earlier radio study just what changes, if any, have taken place since V-E Day brought the prospective radio buyer closer to the day when products would be available.

Market Is Still Large

Although you did not get a stock of radios as soon as you expected after the war, the survey shows that your market is still there and that it is still large. Of the nation's 31,000,000 radio families, 5 percent less said they wanted new radios than did before V-E Day. But that still leaves 60.5 percent of these families ready to buy new sets. In round numbers that means that 18,700,000 radio sets are going to be purchased. That is 1,450,000 less than before V-E Day, but it is still enough to put quite a few wholesalers' salesmen into a higher income bracket if they do a smart selling job that gives them their share of this market.

Any tendency for the expressed demand for radio sets to slacken severely—as it could if the demand were based wholly on the wishes of people who plan to buy a radio just because they would like a new one, a different one, another style, etc.—is prevented to some extent because the survey shows that at least 1,500,000 radio receivers are now out of order and must be replaced. Added to that will be the number of new families—estimated at up to 5 million—who as yet have no radio.

Know What the Prospect Wants

As every alert wholesaler's salesman long since has been active preparing his dealers to sell effectively in the competitive period ahead, he can add even more to his dealer's sales abilities by passing on to him data on the models, sizes, price range, etc., that the average prospect has in mind.

For instance, although you are going to see more radio-phono combinations sold than ever before, this survey indicates that you shouldn't load up your dealers with high-priced combinations at the expense of other models, particularly straight consoles. The report shows that a sizeable number of prospective radio buyers do not plan on intermixing Sinatra records with the soap operas—these 34 percent want consoles without record players. Then there are the small-home owners and the apartment dwellers with limited space who are planning to buy table models.

This expression of choice in model of radio desired has varied but little compared to earlier surveys, although consoles and console-combinations have gained in registered demand at the expense of table models and portables.

Know How the Prospect Will Buy

If you want to sell more in 1946 you will be helping your dealers and their salesmen develop effective store sales techniques. As this will mean helping them to know the customers' buying habits, likes, dislikes and prejudices, let's see what the radio owners say about their own buying habits.

The Sylvania survey shows the reasons why a radio buyer selected a particular receiver instead of some other set of the same generic type. For example, the factors that influ-

This is what is building up your market

	%	Number
Major radios out of use of which	4.7	1,457,000
Have no second radio	2.6	806,000
Do have a second radio	2.1	651,000
Second radio out of use	0.3	93,000
Number of homes no radio reception	2.9	899,000
Number of sets out of order (this is a minimum)	5.0	1,550,000

To Help You Sell More in 1946: Use This Survey On Radio Selling

Give your dealers added sales ammunition by helping them know the buying habits of their radio set prospects. They can sell more for you when they can anticipate the buyer's needs

There is still a large market for radio sets.

	Radio Families	% Wanting Sets	Number Sets
Before V-E Day	31,000,000	65.0	20,150,000
Between V-E Day and V-J Day	31,000,000	60.5	18,700,000

But between V-E and V-J Days, people became more conservative.

Between V-E Day and V-J Day people intended buying the following types of radio sets:

Type	Number of Sets
Console Combination	7,068,000
Console	6,358,000
Table	3,702,600
Table Combination	617,100
Midget	486,200
Miscellaneous	467,500
Total	18,700,000

The demand for consoles, combinations and table models indicates that most purchases will be for use as "first" radios in the home.

what influence price is going to have in the radio buying era ahead. A knowledge of the price range in which the public expects to buy will help both wholesaler and dealer judge the models which they should stock.

More than half the prospective radio buyers intend to pay over $100 for their next receiver—a price level substantially above the pre-war level. Such an expressed willingness to pay these prices means, too, that FM and television have a chance to be sold to the average buyer—at least, the added cost of these features will not be a large handicap in their sales.

Your dealers can have a head start on their prospects by finding out where they intend to use their new radio, and then coupling that knowledge in the sales talk. Some of the answers shown on the survey are logical, others are unusual enough to warrant their being considered by the salesmen. For example, although it is believed generally that the average second radio goes into the kitchen to bring some relief to the monotony of housework,

enced most the selection of one midget radio against a competitor were the tone and the price. Buyers of combination-consoles are more interested in the appearance. The brand name was more important to buyers of consoles than to purchasers of any other type. Some of these buying factors appear obvious, but that cannot be emphasized too often as part of the dealers sales knowledge.

Your dealers will want to know

the record shows that more of these second radios are used in bedrooms. At the same time, the portable radio turns up, not at the beach, on picnics, on the porch, or for Junior's private reception of "Gang Busters," but in the bedroom, where, the survey shows, 44 percent of all portables are used.

Of interest, if not selling value, is the fact that radio owners put 5.5 percent of all phono-radio combinations and 5 percent of all consoles, into bedrooms.

The most important information in connection with the location of radios, however, is the fact that 43.5 percent of all radios are used elsewhere than in the living room.

How Many People Have to Be Sold

Although it is customary to think of the radio prospect as "he" or "she," the survey shows that it may be "they," and that there is a relation between the type of set being purchased and the number of people who have a voice in the selection of the receiver.

As is natural, the number of per-

Prospects know what brand they want.

	Total %	Group A %	Group B %	Group C %	Group D %
Number Answering	100.0	100.0	100.0	100.0	100.0
Has a particular brand in mind	30.4	32.3	30.9	30.1	30.3
Does not have a particular brand in mind	69.6	67.7	69.1	69.9	69.7

The groups, A, B, C, and D, indicate income groups. Results show that predetermination of brand is fairly constant through wide changes in family income brackets.

Where the post-war radios will be used.

	Total	Midget	Table	Console	Comb.	Portable
Living Room	56.5%	23.0%	39.0%	84.0%	86.0%	19.5%
Dining Room	5.0	3.0	6.0	5.5	2.0	3.0
Bedroom	20.5	37.0	30.5	5.0	5.5	44.0
Kitchen and Pantry	11.5	28.0	17.5	1.0	1.5	17.0
Carry around	2.0	5.5	2.0	..	..	10.0
Miscellaneous	4.5	3.5	5.0	4.5	5.0	6.5
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Nearly half of all radios purchased will not be used in living rooms.

How many people have to be sold.

	Total number of people present at time of purchase	Husband	Wife	H. and W.	Son or Daughter	Friend and Relation	Gift
		% of times a certain person is present					
Midget	1.435	54.0	26.5	9.5	8.0	12.0	24.0
Table Model	1.400	54.0	26.5	9.5	12.0	9.5	19.0
Console	1.735	66.0	40.0	21.0	8.0	7.0	10.5
Combination	1.855	67.5	40.0	25.0	15.0	5.0	8.0
Portable	1.265	51.0	19.5	6.0	16.5	11.0	16.5
Total	1.545	59.0	32.0	14.5	10.5	8.5	15.5

The number of people present at a sales increases as the price of the purchase increases.

Prospects know what models they want.

Type	% of Demand for Each Type Between V-E and V-Day	Before V-E Day
Console Combination	37.8	36.5
Console	34.0	27.5
Table	19.8	20.7
Table Combination	3.3	8.3
Midget	2.6	4.1
Miscellaneous	2.5	3.4

Since the ending of the war in Europe, prospective purchasers have changed but little in their preference for particular models.

The price range will be high.

Price	Total %
Number Answering	100.0
Up to $9.99	.3
$ 10.00-$ 14.99	.4
15.00- 19.99	.9
20.00- 29.99	3.8
30.00- 49.99	2.8
50.00- 74.99	5.6
75.00- 99.99	5.0
100.00- 149.99	13.4
150.00- 249.99	26.0
250.00 and over	14.0
Don't know	27.8

More than half the prospective buyers intend to pay more than $100 for their post-war radio.

Nearly half the time—the radio set customer is making his first purchase at your dealer's store

Reason	Total %
Number Answering	100.0
Had shopped there before and since	40.4
Had not shopped there before or since	36.5
Had shopped there before, but not since	15.0
Had not shopped there before, but has since	8.0

And what's more—over half of those who did buy—have not been back there since.

If he doesn't buy at your dealer's store, he has a reason . . .

Reason	Total %
Number Answering	100.0*
Didn't like the ones seen	37.8
Model or style not available	31.8
Too expensive	28.5
Didn't have any radios	25.8
Made a better deal elsewhere	23.5
Preferred radio seen elsewhere	21.2
Wanted to shop around	3.7
Had no credit there	1.4
All other reasons	4.2
Don't know—no special reason	3.2

*Percentages total more than 100% because many people gave more than one reason.

sons present (consequently, the number that have to be sold) increases as the value of the purchase increases. When a combination is being considered, the son and daughter are brought along to okay it as the family juke-box—at least in 15 percent of the purchases. The kids have to be sold, too, when portable radios are being purchased. Friends and relations seem to be the most prevalent when midgets and portables are purchased, possibly because many of these sets are bought on regular shopping trips.

Shopping Habits

Your dealers will be interested in what the Sylvania survey has shown about the shopping habits as related to the type of store.

Nearly half the time, the survey shows, the radio set customer is making his first purchase at the store. It shows, too, that 51 percent of those who buy do not return to the same store for additional purchases. Eight percent of those to whom the radio was their first purchase, have returned to the store for another purchase.

From the results of the survey, which traced from 1933 to 1941 the type of store where radio set owners had purchased their receivers, no major swing toward any one type of radio outlet was evident. There was some trend, however, with the full-line appliance store showing the largest gains. "Radio stores" dropped off, possibly because of a technicality, because many of these stores over the years have added full lines of appliances. The department stores saw an increase in purchasers of radios during the 1937-1939 period, but dropped off in 1940 and later. Music stores were in the decline as sellers of radios steadily from 1933 through 1940 and later. Furniture stores, too, lost some of their radio business to other outlets after 1937. Auto stores had both good and bad years.

From the answers given by radio set owners, and recorded by this survey, your radio dealers can get a good idea of the reasons why prospects do not buy, after looking over the radios in a particular store. The main reason is that they "don't like the radios they see there." Nearly as many go away without making a purchase because they couldn't find in this store the model or style they wanted. Twenty-eight percent didn't buy because they found the sets there too expensive, and twenty-three percent found that they could get a better deal elsewhere. Only 3.7 percent were in that well-known category—they were "just shopping."

The reasons why people buy at a certain type of store was shown in the survey. The reason given by 24 percent—the largest group—was that "they knew the store was reliable."

The prospect's shopping habits

Year	Radio Store	Music Store	Electric Appliance	Dept. Store	Furniture Store	Auto Supply	Other
1940 and later	24.5	4.4	12.0	17.1	14.5	4.1	23.4
1937-39	22.4	5.3	11.5	21.6	14.8	5.8	18.6
1934-37	27.6	6.8	10.0	14.3	22.0	2.0	17.3
Through 1933	29.4	8.3	9.8	16.9	19.0	3.0	13.6
Total	25.0	5.6	11.2	18.0	16.4	4.1	19.7

Some trend in shopping habits is evident from the above figures, but nothing that would indicate a major swing toward any one type of radio outlet.

Why the prospects trade at certain types of stores

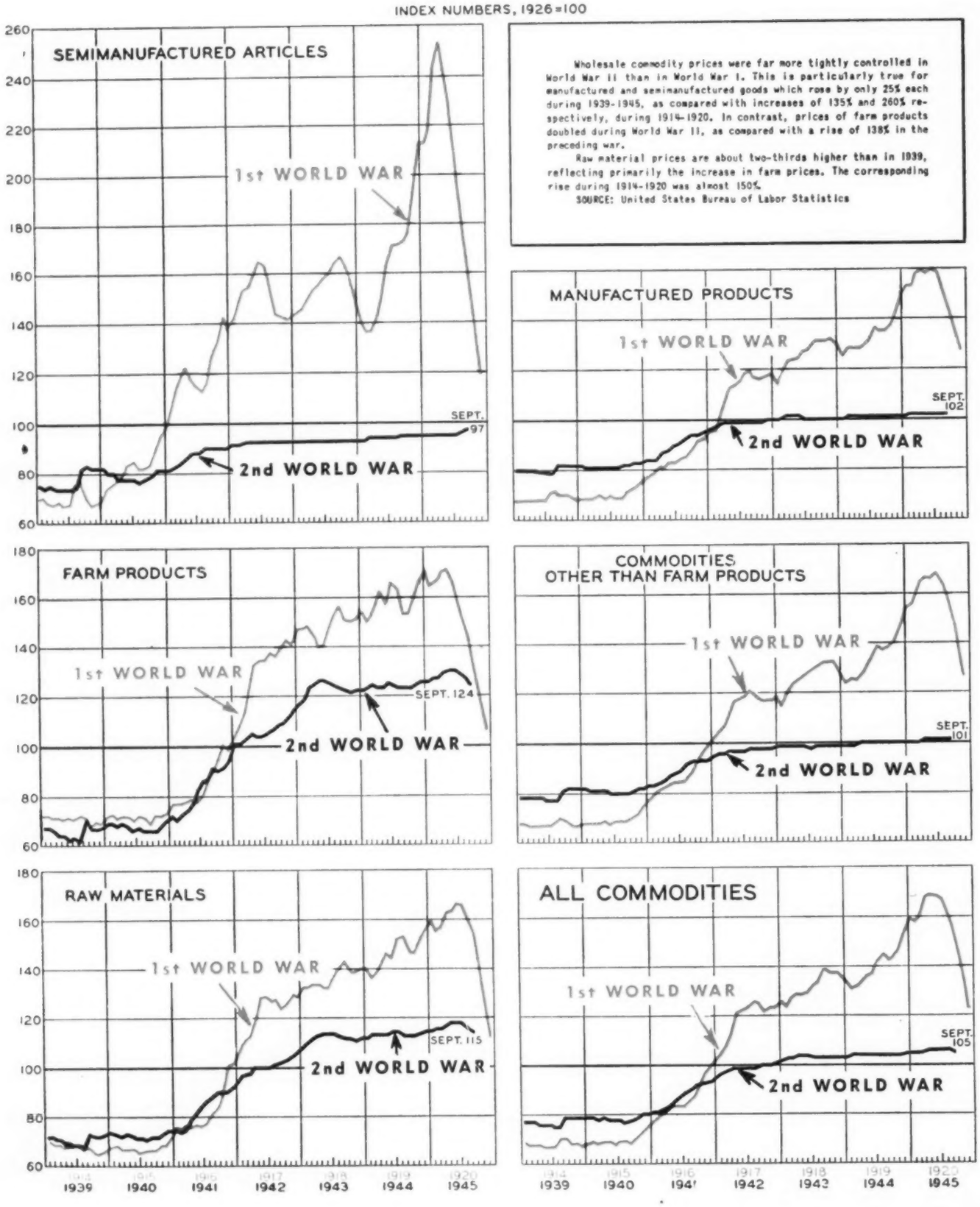
Reason	Total %	Group A %	Group B %	Group C %	Group D %
Number Answering	100.0	100.0	100.0	100.0	100.0
Know the store is reliable	24.6	14.6	17.2	24.8	29.0
Bought through a friend	15.7	27.0	20.7	16.0	11.1
They had the make, model or type we were looking for	12.5	19.1	17.7	13.4	7.7
Got a good price	11.8	13.5	13.8	11.5	11.3
No particular reason—don't know	11.2	9.0	9.4	11.7	11.3
Bought from a friend (second hand)	5.2	1.1	2.0	4.8	8.1
Had an account at the store	4.6	2.2	3.4	3.1	7.9
Saw an advertisement	3.0	1.1	3.9	3.0	3.0
That is the proper kind of place to buy a radio	2.9	2.2	6.4	3.2	1.2
It was the only place a radio was available	2.3	3.4	3.0	1.6	3.0
All other answers	2.0	—	1.5	2.6	1.4
Wasn't present and so don't know	9.3	9.0	5.4	8.8	11.7

What types of stores do they favor?

	Midget	Table	Console	Comb.	Portable	Total
Radio Store	32.0%	23.5%	24.0%	24.5%	28.0%	25.0%
Music Store	1.5	4.5	7.0	9.0	6.0	5.5
Electric App. Store	10.5	12.0	9.5	13.5	18.0	11.0
Drug Store	2.0	1.0	—	—	2.5	1.0
Dept. Store	18.0	18.0	18.0	17.5	14.0	18.0
Furniture Store	10.0	14.5	22.0	15.5	7.0	16.5
Sporting Goods Store	2.0	.5	1.0	3.5	—	1.0
Auto Supply Store	3.0	5.5	3.0	3.0	6.0	4.0
Mail Order	1.0	.5	1.0	—	—	.5
Miscellaneous	20.0	20.0	14.5	13.5	19.0	17.5
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

WHOLESALE PRICES
WORLD WAR I AND WORLD WAR II

INDEX NUMBERS, 1926=100



Wholesale commodity prices were far more tightly controlled in World War II than in World War I. This is particularly true for manufactured and semimanufactured goods which rose by only 25% each during 1939-1945, as compared with increases of 135% and 260% respectively, during 1914-1920. In contrast, prices of farm products doubled during World War II, as compared with a rise of 138% in the preceding war.

Raw material prices are about two-thirds higher than in 1939, reflecting primarily the increase in farm prices. The corresponding rise during 1914-1920 was almost 150%.

SOURCE: United States Bureau of Labor Statistics

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NATIONAL INDUSTRIAL CONFERENCE BOARD, INC.
247 PARK AVENUE, NEW YORK

Victory Lighting Jubilee—Echoes

All Bright Electric Products Co. Chicago

Max Klein and Nathan G. Klein

Both Max and Nathan thought General Electric should be complimented on their show, which was a tremendous success as far as All Bright Electric Products were concerned and, according to both of them, they thought, as far as all the manufacturers were concerned. This show has proven to be very successful and they are pleased with the number of orders that they have taken. The interest in their line has been very good.

They said that there were a number of architects, wholesalers, and sales representatives in the crowd and they have done a great deal of good in this Eastern territory. All Bright is cooperating with the electrical wholesalers and is looking forward to a good business in the years to come. They think that WHOLESALER'S SALESMAN magazine is also doing a good job and hope that we will continue to do this same work in the years to come. They think that the Lighting Show IN PRINT has been a tremendous help to those wholesalers and manufacturers.

Art Specialty Company Chicago

Robert Nattenberg and Arthur Nattenberg

Both Robert and Arthur think that the Victory Lighting Jubilee has helped them tremendously. It has allowed them to talk to their Eastern outlets and show them the new developments that have taken place during the war period in their Flex-O adjustable lamps. These Flex-O lamps have been sold exclusively through electrical wholesalers and will be sold, the same way in the years to come.

According to both Arthur and Robert, there is a great need for localized lighting and their units certainly fit into this field, and is of excellent construction. They are now in almost complete production and by the first three months of next year will be able to supply most of the demand.

Boyer-Campbell Company Detroit

J. F. Phillips

The above company has developed a super-sight magnifying light. The show that G-E promoted in New York has proven to them, that their product although highly specialized can and will be sold to electrical wholesalers. The product was developed through the war, to meet the need for extra light on close tolerance work and this was accomplished by bringing the light to the work where it can be placed in any required position over work.

Mr. Phillips thinks that the acceptance of this new item by those attending this Show has been very useful and will help him to plan his production in the next few years.

Bright Light Reflector Co. Bridgeport

Charles Scholl

Mr. Scholl thought that the show was not 100 percent effective because of the shortages, backlogs and strikes. He thought the portable lamp manufacturers had some good products to show.

They expect to carry a pretty full line as soon as they get their new plant completely "tooled." They now have their own oven and soon should have the conveyor, so they expected to be ready for full production by January 1, depending on the availability of steel, ballasts and wiring devices.

Camfield Manufacturing Company Grand Haven, Michigan

L. P. Glasner

Mr. Glasner said that Camfield's fluor-o-shield has had tremendous success at this Victory Lighting Jubilee. Manufacturers, wholesalers, and sales representatives all think that this shield is the answer to glare problems. Mr. Glasner and Camfield Manufacturing Company are very pleased and wish to thank General Electric for allowing them to display at the Victory Lighting Jubilee. It has done them a world of good and has shown them that there is this tremendous demand for their fluor-o-shield.

Being a new manufacturer in the fluorescent field, the show has enabled Camfield to make a lot of friends and write a lot of orders. Camfield will be in complete production in the very near future and will sell to both manufacturers and wholesalers. Their outlook for the next few years is very good because of the wide use of open tube lighting.

Curtis Lighting, Inc. Chicago

G. T. Morrow

Mr. Morrow thought that the General Electric Victory Lighting Jubilee was a tremendous success as far as Curtis Lighting was concerned. The interest in the new Sky-Lux by those attending was very gratifying. Curtis, according to Mr. Morrow, is looking forward to some very prosperous years. The sales for these coming years, will be handled exclusively through electrical wholesalers from Coast to Coast.

Mr. Morrow said that this Victory Lighting Jubilee has helped Curtis Lighting very much. They have made acquaintances with new wholesalers, new manufacturers' representatives and have had a chance to talk with many of the Eastern customers. Meanwhile, Mr. Morrow is looking forward also with great expectations to the Lighting Exposition which will be held in Chicago in conjunction with the National Electrical Manufacturers Association meeting and the National Electrical Wholesalers meeting.

According to Mr. Morrow, WHOLESALER'S SALESMAN magazine is doing a grand job, and he has no

comment as to how we could help more. He says that our Lighting Show IN PRINT has been very useful to Curtis and their representatives and he certainly hopes that we continue on with these helpful hints in the lighting industry.

Day-Brite Lighting, Inc.
St. Louis

L. J. Rozier

According to Lou Rozier, who is advertising manager of Day-Brite Lighting, this Victory Lighting Jubilee has been very helpful in showing him what the electrical wholesalers want to know as well as what his district managers want to know. In the future his advertising copy in WHOLESALER'S SALESMAN magazine will be seen to answer some of the questions which have arisen at the Show. The volume of orders taken at this Show far exceeds the company's personal expectations.

According to Mr. Rozier, the outlook for Day-Brite Lighting and the lighting industry as a whole for 1946, 1947, 1948 is one of tremendous opportunity and Day-Brite Lighting will certainly do all in its power to meet the demand. All of this business will be shipped to the electrical wholesalers and he stated that if WHOLESALER'S SALESMAN goes along with the policies followed in the past few years, he believes that that is all we can do in the magazine to help this industry.

Eastern Fixture Co.
Boston

Sam Resnick

Mr. Resnick thought the show had helped in a way but seemed to think that it was not timed right because of the strike and material situation.

He said he did not take any orders as they have a three-month backlog. He thought the outlook for the next three years was very good and said the wholesalers' cooperation was fine.

Electro Manufacturing Co.
Chicago

Robert P. Koehler

Mr. Koehler remarked that the new Electro basic unit had made a tremendous hit with all those who attended the General Electric Show. He also said that Electro expects to do a tremendous volume of business within the next few years and will very shortly be in production on industrial, commercial, residential and portable fixtures.

Since the war, Electro has made important strides. They are now completely reconverted and hope to be in full production by the middle of 1946. They are now almost 75 percent there and are working very hard to get into full production.

Faries Manufacturing Co.
Decatur

J. V. Everard

Mr. Everard stated that since Faries completion of war contracts they have been very busy converting back to their pre-war line. They have also developed many new items and will have them ready early in 1946. This General Electric Show has helped Faries Manufacturing to again see the many friends they had prior to the war.

It served as an excellent proving ground, which has enabled Faries to take a large volume of orders, and according to Mr. Everard these orders taken at the show will be shipped before the end of 1945. Their production will get in full swing in 1946 and their business in the next few years is expected to be very large.

The Fluorescent King Co.
New Haven, Conn.

S. J. Klion

Mr. Klion thought the show was a great success and had attracted a good crowd. Although he has taken no orders he has lined up a lot of future business and made many acquaintances. By bringing other people together he has to some extent solved some of his own problems, particularly material shortages.

He expects to be in full production with a new complete line of fixtures in February or March, barring material shortages. Raw material and labor, in his estimation, will impede the great future in store for the industry. He said he thought the wholesalers were doing as good a job as they could with what they have had to work with.

Globe Lighting Products
Brooklyn, N. Y.

Murray Rosenbloom

Mr. Rosenbloom said that he thought that the show was a great success from the sociability standpoint. He said that he had spoken to people from all over the country, from Canada, and even one person from Reykjavik, Iceland.

Although Globe Lighting had taken some orders, for the most part the company was trying to let things go until it could satisfy its backlog. The company would be in full production right now if it could get the necessary materials.

Tremendous is the best word to describe the outlook for the lighting fixture industry for the next three years, he thinks. He also thinks the lighting business will proceed faster due to the interest shown at this show.

Garden City Plating & Mfg. Co.
(Gracy Reflector Div.)
Chicago

C. K. Kurtzon

Mr. Kurtzon said that the General Electric Lighting Jubilee was very successful. The interest shown by visitors of the company's new products was very gratifying. He thought that this lighting show helped Garden City get re-acquainted and to make some new contacts with its wholesalers, sales representatives, and the general public.

Garden City Plating & Mfg. Co. has been doing a large volume of war business but is now practically all reconverted to peace time products. The company expects to be in full production in the very near future, ready to take care of the vast market that it is looking forward to in the years ahead.

The electrical wholesalers who distribute the company's lighting fixtures are cooperating to help Garden City do a better job for the general public, he stated, and he feels that WHOLESALER'S SALESMAN magazine also is helping both the manufacturer and the wholesaler do a better selling job in lighting.

Edwin F. Guth Company
St. Louis

Edwin F. Guth and Dan Barnard

Mr. Guth made very few comments as to anything about the show. Did say that Guth was ready and waiting for a large volume of the business that is expected in the years to come. Mr. Barnard thought that that the General Electric Lighting

Jubilee as far as he was concerned was a great success.

This show gave them an opportunity to see most of their Eastern wholesalers and talk to a lot of other interested people. Through this show, he declared that they could see the interest that was shown in lighting in general and the tremendous new interest in the Guth surgery light and the Guth new bacterial light. These are both new to the Guth line and are going over very well.

It was stated that Guth products are sold exclusively through electrical wholesalers from Coast to Coast and that they are very proud of this fact as they have never deviated from this plan since they first started in business. These electrical wholesalers have been very cooperative with the Guth engineers as well as the Guth factory and have been doing a wonderful job for them.

Kahn Manufacturing, Inc. (Formerly Fluorescent Fixtures, Inc). Milwaukee

Charles F. Kahn

Mr. Kahn wishes to take this opportunity to thank the electrical wholesalers and General Electric for all that they have done to help the Firefly line along. The General Electric Show has enabled Kahn Manufacturing to find several sales representatives and many wholesalers. They have also gotten very good constructive criticism and compliments on some of their new developments, particularly their bathroom gadget with reset fluorescent lighting tubes. All these Kahn fixtures are in production and shipments are very good. The business outlook for the next three years is tremendous, and because of that, Kahn Manufacturing has expanded facilities and also added several new lighting engineers who are ready to take care of all electrical wholesalers. They have a strict wholesaler's policy and will not deviate from it.

Leader Electric Mfg. Corp. Chicago

William Hickley and Walter Glass

Mr. Hickley who is responsible for the development of the new Leader slim line in the industrial and commercial field reports that the Show has shown him the light as far as new production is concerned. They will definitely manufacture a complete line of slim line units along with their already popular 4-foot fluorescent and 2-foot fluorescent units.

This Show has helped in many ways and according to both Mr. Hickley and Mr. Glass, General Electric should be complimented on the fine job that they did in getting the attendance and the great number of manufacturers to come to New York.

At the present time their 1946 business is living up to all expectations, and the outlook for '47 and '48 is so tremendous that neither Mr. Hickley nor Mr. Glass would venture an opinion. This volume of business, however, will be engineered by Leader's experts and will be sold exclusively to wholesalers.

Mr. Glass complimented WHOLESALER'S SALESMAN on the work they have done to help the lighting industry, and said that the 1944 and the 1945 Lighting Show IN PRINT had been very helpful to Leader, and had helped them develop several models to conform with WHOLESALER'S SALESMAN'S predictions. These predictions have come true and Leader wishes to take this opportunity to thank WHOLESALER'S SALESMAN for its help in the lighting industry.

Lighting Products, Inc. Highland Park, Ill.

M. M. Dunbar

Mr. Dunbar made the comment that this Show was an outstanding event, and although he thought it was a little early he has now changed his mind because of the large attendance and the enthusiasm shown by manufacturers in developing new ideas and new fixtures.

Mr. Dunbar developed several new units for this General Electric Show, including the 2,000-40 watt glass enclosed unit which has had highly satisfactory acceptance by all those who saw it. He is also very pleased to find that constructive criticism has bettered his new designs. All this will help in making better lighting for all users of fluorescent.

Mr. Dunbar believes the outlook for lighting in the next five years will be far greater than the lighting job that has been through the war.

The Miller Company Meriden, Conn.

H. E. Reddick

Mr. Reddick definitely thought the show was timed right because of its effect in bringing so many people from all over the country and Canada. It was a help, he said, to have the architects and store designers see physical aspects of fixtures rather than just pictures.

Mr. Reddick has been in the lighting business for thirty years and he says the outlook has never been brighter—the only dark cloud being the strike situation.

He believed there was a current need for a practical formula or rule-of-thumb method for wholesalers' salesmen to use in estimating the lighting needs of a customer on the spot.

Mitchell Mfg. Co. Chicago

Bernard Mitchell

"The Victory Lighting Jubilee has surpassed everyone's expectations," Mr. Mitchell stated. He felt that it was particularly significant that so many of the lighting fixture manufacturers were showing merchandise. The fact that such a large number of people, including wholesalers, from all over the nation have come to New York to this show is indicative, he said, of the national interest in lighting.

From his observations at the Jubilee, Mr. Mitchell felt that in 1946 and thereafter, the lighting industry would enjoy volume far ahead of the pent-up demand in other industries. The tremendous expansion of good lighting industry during the war, he said, has created a demand for equally good lighting in the home, office, store, and in those factories which were not able to re-light during the war. In fact, he expects industrial lighting in 1946 to continue at a level at least as high as in 1945.

Moe Bridges Corporation Sheboygan, Wisconsin

Howard A. Bloom

According to Mr. Bloom, their Add-a-Light is a most popular item at the Victory Lighting Jubilee. This Add-a-Light unit is a low cost movable fluid lighting unit consisting of a base and five adaptable shields

for reflectors capable of being plugged into ends which can be hung anywhere singly or in continuous lines by anyone without regard to electrical outlets, or may be moved to a new location.

It is revolutionary and has a large market in new home construction as well as modernizing old. This General Electric Lighting Jubilee has helped Moe Bridges Corporation show this Add-a-Light to its best advantage. The acceptance has been very satisfactory by jobbers, dealers, representatives and the public has been very satisfactory. Moe Bridges Corporation distributes its products exclusively through the electrical wholesalers and reports that the wholesalers' acceptance of this item is certainly very pleasing to them. They will be in complete production within the next few months and hope to do a tremendous business in the next two or three years.

Moe Brothers Manufacturing Co.
Fort Atkinson, Wisconsin

O. E. Moe

According to Mr. Moe, the Victory Lighting Jubilee has been very enlightening to them. They did not show any fixtures at the show but did have a lot of material to talk to distributors and wholesalers about. They are contemplating a complete line of streamlined commercial fluorescents, a line of residential lighting products, and they will be in the medium priced field.

Mr. Moe said that they will distribute these products through a selected number of wholesalers. These wholesalers, Mr. Moe believes, will be able to take care of these volumes of business expected in the years to come. He is of the opinion that if he selects a small number of wholesalers they will do a better and more concentrated job for him. They expect to be in production in the early part of next year and their sales effort will be supported by an advertising campaign.

Pittsburgh Reflector Co.
Pittsburgh

Charles Ellis

Mr. Ellis thought the show was ill timed as far as the exhibits were concerned but it was successful to him because he was able to see a great many people that otherwise he would have to spend much traveling time contacting. He also thought the show was valuable in that his customers could actually see the fixtures rather than simply a picture.

He said that Pittsburgh Reflector was completely modernizing its plant and therefore he was uncertain just when the company would be in full production. The next three years will bring a very large market for the lighting fixture industry.

Republic Industries, Inc.
Chicago

Mr. Morrissey

Mr. Morrissey stated that both he and Republic Industries wish to take this opportunity to thank General Electric for conducting the Victory Lighting Jubilee. It has been very helpful to them although they have not been able to write any orders because of the reconversion period that they are now in. They will however be in production very shortly and will advise all of their wholesalers the minute they can start shipping.

Mr. Morrissey said that they have developed several new items that will be on the market right after the first of the year and they will be sold exclusively through the electrical wholesalers.

L. J. Segil Company
Chicago

Leon J. Segil

Mr. Segil reported that the Victory Lighting Jubilee had done them a lot of good. They are contemplating a real line of commercial open type glass enclosed and louvered bottom fixtures. They are also, because of general conditions, making a line of residential lighting fixtures. Mr. Segil also said that he thinks that the business outlook for the next few years is excellent and Segil is ready and waiting to help satisfy these customers.

Solar Light Manufacturing Company
Chicago

Herman M. Lazerson

Mr. Lazerson said that the General Electric Victory Lighting Jubilee was a great success as far as he was concerned. It afforded him an opportunity to again meet many of his Eastern wholesalers as well as his manufacturing representatives.

During the show he stated that he did not take any orders because they are now planning to move their metal stamping and fluorescent plant to a new and larger location. This all takes time and has hampered them as far as the manufacture of the new fixtures is concerned.

Mr. Lazerson believes that the business for the next few years will be tremendous and that Solar Light Manufacturing Company will be ready to take care of its share. This company works very closely with architects, contractors, and sells exclusively through electrical wholesalers.

Silvray Lighting, Inc.
New York, N. Y.

Lester W. Lyons

Mr. Lyons felt that the Victory Lighting Jubilee had been marvelous as a help to the manufacturers during this, their reconversion period. It gave them contacts with wholesalers, architects and designers from whom they received many ideas as to what the trade wants in design, size, price range, etc.

A. L. Smith Iron Co.
Chelsea, Mass.

Mr. Rowe and Henry Kruger

Mr. Rowe thought the show was a much bigger success than he had expected it would be. He had met people from all over the country, as well as one man from Peru. He felt that the show had given him an opportunity to make the quality of his line familiar to outsiders.

He thought the electrical wholesaler was doing an exceptionally good job, and was pleased with the cooperation he had received.

Tru-Air Ultra Violet Products Co.
Los Angeles

J. D. Gladstone

Mr. Gladstone was very pleased with the interest that was being expressed at the show by wholesalers who saw the company's exhibit of bactericidal lamps. He found that the wholesalers were anxious to get information that would give them an advanced knowledge of bactericidal installations, because they felt that this comparatively new product was one for which the wholesaler was well suited as a distributor and promoter.

NEWA Calls OPA's Attention To Injustice Of Price Absorption

The Office of Price Administration's policy of extending to manufacturers price increases which have to be absorbed by wholesalers and retailers is one of the utmost importance to the electrical wholesaler and his salesman. It is the subject of the following letter from the National Electrical Wholesalers Association to its members, and also of the two following letters from wholesalers to the OPA. The principles presented in these letters cannot be emphasized too often to the OPA, and every wholesaler should register his opinion at OPA headquarters.

The Editor

TO MEMBERS OF NEWA:

Re: Latest OPA Developments In the Appliance Industry.

The purpose of this letter is to bring to your attention the most recent developments in the matter of OPA's Price Absorption Policies regarding appliances.

Enclosed are copies of letters of December 4 and December 17 sent to the Assistant General Counsel of OPA over the signatures of four individual distributors who were members of the original Committee of Specialty Appliance Distributors, which met by invitation with OPA September 18, 1945, to discuss that subject.

These enclosures describe in detail the pricing situation as further discussed at a meeting of OPA officials and a Sub-Committee of the aforementioned four individuals held at Washington on November 26 at the suggestion of the Small Business Committee of the House of Representatives. They also offer further information to clarify several points of that meeting's discussion.

Members who may wish to write further to their congressmen and representatives explaining in their own words their individual opinions and suggestions will find the enclosures to be helpful also for that purpose.

Very sincerely yours,
(Signed) Chas. G. Pyle,
Managing Director.

TIMES APPLIANCE CO., INC.
353 Fourth Avenue
New York 10, N. Y.
December 4, 1945.

Mr. Frank S. Ketchum
Asst. Gen. Counsel
Distribution Price Branch
Consumer Goods Price Division
Office of Price Administration
Federal Office Building No. 1
Washington 25, D. C.

Dear Mr. Ketchum:

The recent opportunity to review the price absorption policy and to develop the situation which appeared to be at variance with the previously announced O.P.A. policies has been greatly appreciated.

To review the subject briefly, a meeting was called by the Office of Price Administration last August to which were invited, by O.P.A., a number of wholesalers distributing a variety of unrelated lines, such as drugs, toys, electrical appliances, etc. That meeting because of the nature of the attendance resulted in the calling of a separate meeting by O.P.A., on September 18, 1945, of specialty electrical appliance distributors.

At the September 18th meeting, Mr. Stephen Ailes, O.P.A. Division Counsel, admitted that the basis of the price absorption policy, as set forth in the O.P.A. booklet—"Price Control, Costs and Business Profits"—did not apply to specialty electrical appliance distributors due to the fact that they had the largest part of their business cut off when the appliance business was severely cut down due to the war.

During this meeting a sub-committee, meeting with Messrs. Lawson and Cascino and others, reviewed some of the data compiled by your economic staff. Some of the companies whose questionnaire data had been included in the compilation turned out to be so-called "discount houses," not representative of specialty appliance distributors selling through dealers. The only other conclusion that came out of the survey of the data was that, since the proportion of sales made through the different discount classes of dealers was an estimated figure, any error in such estimates obviously could be the sole factor in producing a theoretical discount or initial margin differing from the realized composite actual margin figure, and that any such difference, therefore, obviously could not properly be taken as a measure of the absorptive capacity of the specialty appliance distributor.

At this meeting, the distributors were given the realized margins for each line of product which was tabulated from the survey questionnaires just referred to. The figure on refrigeration was 17.7% for specialty appliance distributors and Mr. Mansfield said they should not be setting refrigerator prices on a basis that did not afford at least 17.7% average realized gross. In the intervening time there had been an exchange of letters with Mr. Zenas L. Potter, Special Assistant to the Administrator, and Mr. Jules J. Paglin, Price

The "cards" foretell good business in 1946
ROYAL
ROYAL
ROYAL
ROYAL Set
MAZDA
You can't sell promises, so we're not going to make any. We do hope, however, that improved conditions in 1946 will enable us to make the same prompt deliveries on our entire line that we are now making on Non-Renewable Fuses.
Season's Greetings and Best Wishes for the New Year
ROYAL
WIRE • CORD SETS • CARTRIDGE and PLUG FUSES • FUSTATS • TROUBLE LIGHTS • CHRISTMAS LIGHTING SETS
ROYAL ELECTRIC CO., Inc., PAWTUCKET, R. I.

Executive, Consumer Goods Price Division, which were very disturbing inasmuch as it was apparent that the facts and logic presented at the previous meeting were being disregarded or misunderstood.

The small specialty appliance distributors and small specialty appliance dealers face the possibility of having to operate on margins that would cause them to lose money during 1946. This might result in many of them having to go out of business unless O.P.A. changed their attitude toward their price absorption policy. An appeal was made to the Small Business Committee of the House of Representatives for their assistance in having this policy changed. As a result, a meeting was arranged and held in your office on November 26th, 1945. Attending were substantially the same specialty appliance distributor representatives who reviewed with Messrs. Lawson and Cascino of the O.P.A. staff the method of obtaining data from O.P.A. field surveys.

At this meeting in your office the past meetings were reviewed, as outlined above, and it was stated that pricing authorized to date by O.P.A. did not conform to their announced policy of allowing at least the average pre-war realized gross margin. On the contrary it developed that many of the price authorizations began at points below the average realized margins for that product as stated by O.P.A.

Mr. Mansfield suggested that the discussion would be facilitated by presenting specific cases. His attention was called to the instance of one manufacturer's O.P.A. approved schedule where the distributor's ceiling price on sales to the lowest discount class of dealers yielded a maximum gross margin of only 16.4% to 16.7% contrasted with the 17.7% average realized margin on refrigerators which Mr. Mansfield had said, in a previous meeting, should be obtained under the new price schedule. This principle has been repeated in recent press releases of O.P.A. in connection with MPR-598, issued October 22d, 1945, which stated that while distributor margins on refrigerators would be reduced in comparison with initial discount margins that should yield returns at least as high as those realized in 1941.

Obviously, price schedules yielding only 16.4% to 16.7% to the distrib-

utor when selling to his lowest discount class of dealers will, when averaged with sales to dealers getting greater discounts, average substantially less than the 17.7% realized margin which we were assured would be maintained.

In analyzing some of the new refrigerator prices, as compared with pre-war prices to consumers, it was found that in general there had been a 3% reduction in the retail price to the consumer independent of any difference to the shift from zone prices to national prices. This was a step beyond O.P.A.'s publicly declared policy of holding the line on consumer prices against necessary increases in manufacturers' prices being passed on to the consumer. The net result was a further reduction by O.P.A. of the distributors' and dealers' margin under the new schedule. One of the distributors present at the meeting pointed out that there appeared to be no justification in the law governing O.P.A. for this procedure and he strongly recommended on that basis that O.P.A. correct this practice.

The foregoing generally summarizes what transpired at these meetings and the intervening correspondence, and also outlined the salient facts discussed and amplified on those occasions. Further consideration by you of the price absorption policy of O.P.A., as it at present adversely affects electrical specialty appliance distributors and dealers, is highly desirable.

We shall look forward with considerable interest to your reply and we thank you for your courtesy and consideration.

Very sincerely yours,
(Signed) E. B. Ingraham,
(Signed) M. S. Despres,
(Signed) L. M. Nichols,
(Signed) G. F. Kindley.

DALE DISTRIBUTING CO., INC.
40 East 32nd Street
New York 16, N. Y.
December 17, 1945

Mr. Frank S. Ketchum
Asst' Gen. Counsel
Distribution Price Branch
Consumer Goods Price Division
Office of Price Administration
Federal Office Building No. 1
Washington 25, D. C.

Dear Mr. Ketchum:

The schedule of prices on home

Here's a soldering iron with . . .
HEAVY POWER
(225 WATTS)
LIGHT WEIGHT
(14 OUNCES)
made possible by
KWIKHEAT'S BUILT-IN THERMOSTAT
★ HEATS IN ONLY 90 SECONDS
★ MAINTAINS PROPER HEAT
★ CAN'T OVERHEAT
★ LESS RETINNING NEEDED
★ TIPS LAST LONGER
★ COOL, SAFE HANDLE
★ LIGHT WEIGHT
The Kwikheat Soldering Iron has ample reserve power for your soldering jobs—225 watts held in check by a thermostat built right into the iron*—maintaining ideal temperature for perfect soldering—preventing overheating (which causes deterioration in other irons)—prolonging life of tips and eliminating the need for constant retinning. Besides these big advantages, the Kwikheat Iron is hot, ready to use only 90 seconds after plugging in. It is extremely light (14 ounces), well-balanced, and has a safe, cool handle. No wonder Kwikheat is a sensation wherever it is used. You will want to stock this "hot" item. With one tip—$11.00, list.
6 INTERCHANGEABLE TIP STYLES
#0 $1.25
#1 $1.25
#2 $1.25
#3 $1.25
#4 $1.75
#5 $1.25
*patented
VANATTA
kwikheat
THERMOSTATIC SOLDERING IRON
A Division of
Sound Equipment Corp. of Calif. • 3903 San Fernando Rd., Glendale 4, Calif.

A RENEWABLE FUSE that has the answers

1 *Does the Pierce Air-Cooled Fuse Depend only on Conduction to the knife blades for link-heat removal?*

No. The moving column of air passing thru the Pierce while on load carries with it the heat trapped in the mid-sections of the link.

2 *Will it hold temporary, harmless overloads?*

Yes. Pierce Air-cooling prevents link heat-saturation—keeps the link cooler for successive jolts.

3 *Does the case char and weaken with successive blows?*

No. Internal turbulance at blow-time (due to rush of pressure thru screened vents) prevents formation of carbon arc-path.

4 *Does the harmful afterblow ever occur in Pierce Fuses?*

No. "Smouldering", the main cause of afterblows, is prevented by blow-time turbulance, with no consequent internal case disintegration or rupture.

Lag . . . YES, but balanced

The new Pierce "Balanced Lag" Link

For the first time, a lag-link is purposely designed to locate lag in conformity with the actual "working load" curve of all types of equipment. Descriptive Bulletin No. 220 mailed on request

Sold through Leading Distributors

PIERCE
BALANCED *Lag*
RENEWABLE FUSES

MADE BY PIERCE RENEWABLE FUSES, INC., BUFFALO 7, N. Y.

laundry equipment, recently issued under MPR-86, has been studied by some of the specialty appliance distributors' representatives along the lines indicated in our letter of December 4, 1945, to you.

At the September 18, 1945, meeting it was stated that the realized gross margin shown by the summary of O.P.A.'s questionnaires on electric washing machines was 17.1%. The distributors' representatives at the September 18th meeting in Washington had been assured that the new schedule of prices would yield margins at least as high as the previous realized margins. This policy was reiterated in a letter dated November 27, 1945, from Mr. Edward List, Price Executive, Distribution Price Branch, Consumer Goods Price Division, to Mr. Charles G. Pyle (Ref: 6063:EL) in which he said:

"In the case of big-ticket items, such as refrigerators, washing machines, vacuum cleaners, etc., it is the announced policy of this office to require absorption only insofar as that can be done without reducing margins of the independent appliance stores and appliance distributors which sell the bulk of these items below the levels realized in peace time."

When the new pricing schedule under MPR-86 was studied it developed that the gross margin percentage to sales for the distributor began at a maximum of 15.6 or 15.7% and would be substantially less than that for any customarily greater discounts that might be given to dealers, department stores, and public utilities buying in larger quantities than the small dealers whose minimum discount basis would yield the distributor only the 15.6 or 15.7% to sales mentioned above. Obviously, starting at that figure with smaller margins on larger quantity sales to large buyers, the actual average realized margin under the new price and discount schedules will be substantially less than the average realized margin on this commodity of 17.1% on the peace time basis, as developed from the summary of O.P.A.'s questionnaire.

It is not only possible, but probable that the average realized margins under the new schedules will be less than the average out-of-pocket expense rate on this commodity of 14.6%, as developed in previous industry studies. Since that time average hourly base rates and other unit

expense rates have increased more than 25%.

In Mr. List's letter to Mr. Pyle, dated November 27, 1945, as mentioned above, Mr. List says:

"It may be stated that it is not the intention of the Office of Price Administration to require standards for absorption at the retail and wholesale level that will place such industries on a profitless basis."

In view of the above, it would seem that the present authorized prices on home laundry equipment have been set in such a manner as to be contrary to O.P.A.'s announced policies and specific commitments in the case of electrical specialty appliances, in which group electric home laundry equipment is included.

May we ask that these figures on electric home laundry equipment be reviewed by your office and included in any reply to or readjustments arising from the facts presented in our letter of December 4, 1945.

Very sincerely yours,
(Signed) E. B. Ingraham,
(Signed) M. S. Despres,
(Signed) L. M. Nichols,
(Signed) G. F. Kindley.

NEWS

(*Continued from page* 59)

gressive wiring promotion in the coming year.

Divided into two main groups, aimed at the new home and the home modernization markets, the material will include:

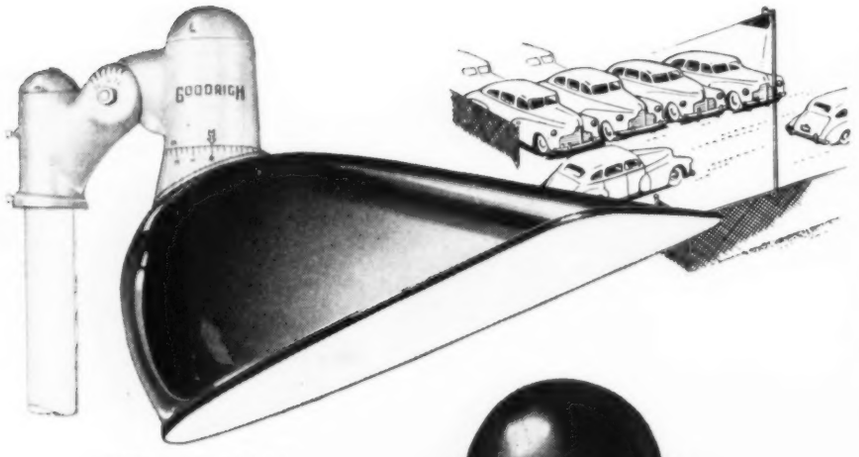
The Builder Program:—A builder presentation book to be used by electrical industry groups in selling the builder on the advantages of installing adequate wiring, consumer folders and newspaper advertisement to be used by the builder in selling certified adequately wired homes.

Wiring Modernization Program:—A direct mail campaign for direct consumer promotion or for cooperative tie-in with financing agencies, composed of material aimed at those who will redecorate, those who will streamline their kitchens and laundries, and those who will remodel and make general repairs.

Teaching Aids:—Teaching outlines and student project sheets to be used by high school home economics instructors in discussing the need for adequate wiring.

Adequate Wiring for Electrical Industry

KLEINS
FOR MEN WHO
WANT THE BEST
Every good workman appreciates high quality in the tools and equipment he uses. To a lineman, however, this regard for quality is more than admiration for fine craftsmanship. The lineman daily trusts his very life to his safety strap, belt and climbers—and under such conditions high quality is more than a matter of pride.
Good workmen know that there's no substitute for experience. It is the years of expert craftsmanship back of every piece of Klein equipment that make Klein belts and safety straps—Klein climbers and grips—Klein pliers and wrenches the first choice of linemen today as they have been "since 1857."
KLEIN TOOLS
Since 1857
This book on the care and safe use of tools will be sent on request.
TOOLS
KLEIN
Mathias Established 1857 KLEIN & Sons Chicago, Ill., U.S.A.
3200 BELMONT AVENUE, CHICAGO



Diffuso Floodlight

No. 77
Standlite

INSIDE STORY

on outdoor lighting . . .

Perhaps you've wondered why these Goodrich reflectors are seen in tens of thousands of locations. The answer is easy—when you know the facts. Their original designs and high efficiencies have set the standards for modern high intensity illumination.

But the preference of experienced users is based on more than design alone. Sturdy construction is important—so are the cast aluminum mountings which protect against corrosion. Permanent porcelain enamel finish defies all kinds of weather—retains its high factor of reflection through the years. Easier installation, easier wiring, easier servicing are all a part of it. For these are important when you invest in lighting equipment.

Whatever your specific problem in outdoor illumination—from lighting a small sign to a big league park—Goodrich has the answer in a complete line that includes dozens of sizes and styles of reflectors. Goodrich engineers will gladly recommend those best suited to your needs. Write us.

Sold Through Electrical Wholesalers

GOODRICH
ELECTRIC COMPANY
4600 BELLE PLAINE AVENUE, CHICAGO 41, ILLINOIS

Employees:—This includes a training program outline, demonstration chart, presentation, lecture and house plans for wiring layout practice.

Wholesalers Preview Training Program

More than forty electrical wholesalers, who, with the trade press previewed the first sound-slide films in the Basic Sales Training Program which has been prepared jointly by the National Electrical Wholesalers Association and the Edison Electric Institute, expressed enthusiasm for the films and the supporting materials that were introduced in New York last month.

Bob Hill, director of the appliance division of NEWA, who acted as master of ceremonies, introduced the speakers who outlined the need for basic sales training and how that need would be met through the program now being completed by EEI and NEWA. Those who addressed the meeting were E. B. Ingraham, chairman of the appliance division; Ralph P. Wagner, New York Power and Light Company chairman of the films and records committee of EEI; and Charles G. Pyle, managing director of NEWA.

The wholesalers who attended the first showing saw the first four films in the series as well as one of the silent trailers. The leaders' and salesmen's manuals were displayed and described in terms of their usefulness in the overall program.

At the afternoon preview, a portion of the same material was shown to approximately forty trade paper editors in the electrical, radio and advertising sales field, and representatives of New York newspapers and press associations. Mr. Pyle presided at this meeting, presenting the salient features of this activity which he described as "the most comprehensive and far-reaching sales training program ever undertaken in the electrical industry."

C. W. Kellogg, president of EEI, addressed this meeting. Leslie L. Lewis, sales training consultant, who assisted in the building of the sales training materials, explained in some detail how the program would be used in this industry. Mr. Wagner answered questions from the audience which indicated a considerable interest in the program and its possibilities for basic sales training in other fields as well.

Appliances Coming "Fast As Possible"

R. L. White, president of the National Electrical Manufacturers Association, declared recently that shortages of materials, components, and labor in plants of electrical appliance manufacturers and in the plants of suppliers have delayed reconversion

RETURNS to Graybar, St. Louis. Lt. Col. Kenneth Hanson will be manager of the power apparatus department. He left Graybar in 1941 to join the Army Engineers, and served as a combat liaison officer working on details of the invasion of Europe.

schedules somewhat but that shipments are steadily being made to dealers throughout the nation.

"It must be borne in mind," Mr. White said, "that major appliances such as refrigerators and radios are distributed through as many as 30,000 dealers and small appliances through as many as 50,000 dealers.

"In starting from scratch, the industry faces a tremendous task just in supplying these dealers throughout the country with floor samples on an equitable basis. Some manufacturers with extensive distribution systems whose products are sold by hundreds of distributors and thousands of dealers throughout the country have felt it only fair to give all an equal opportunity to re-engage in the appliance business.

"So initial production of appliances has been withheld from distribution in some instances until sufficient were available to furnish single samples to each outlet. This is only fair dealing, but gives point to false accusation of deliberately withholding production from the public."

A manufacturer may be unjustly accused of stock-piling when he is only storing partly finished products while awaiting some vital part, Mr. White explained. For example, refrigerators are being shipped without metal ice trays. These will have to be installed later by the distributor or dealer before the refrigerators can be sold. A range manufacturer is producing and stock-piling electric ranges and holding them for the heating elements which, because of a strike in the plant of the heating unit manufacturer must be put in later at extra cost.

If you want to make real money in 1946—push HOLDENline CHAN'L-RUN! Now's the time to start—now's the time to stock and sell HOLDENline CHAN'L-RUN, the fluorescent industrial units with four standout features that make 'em easy to sell—make 'em stay sold.

Above—the sturdy rigid CHAN'L-RUN welded steel end plate, an exclusive feature that prevents sagging and socket breakage. The HOLDENline can be converted quickly to continuous run, provides ample freeway for wiring, *guards against dark areas between lamps.

SOLD ONLY THROUGH WHOLESALERS

HOLDENLINE COMPANY

Pioneers in Fluorescent

1960 EAST 57TH STREET • CLEVELAND 3, OHIO

We're just about ready with the most attractive and modern line of Lamps and Fixtures you've ever seen.

New designs have been flowing off the drafting boards . . . tools and dies are being rushed to the production lines . . . and soon, very soon, we'll be ready with new model desk lamps, floor lamps and clamp-on lamps in both incandescent and fluorescent . . . including special designs for the "Circline" and "Slimline" fluorescents.

Meanwhile, partial shipments are being made of items described in our No. 47 catalog. As production increases from week to week, shipments will go forward more promptly and in greater volume. So, take care of your customers' immediate demand from our No. 47 Flyer Catalog. If you don't have your copy, *write for it today*.

Faries Mfg. Co., Decatur, Ill.

PIONEERS IN LIGHTING EQUIPMENT SINCE 1880

Gives Architects Wholesalers' Story

The proposed program of the Chicago Electrical Wholesalers Association to rewire all existing buildings up to modern standards was outlined at a meeting of the Illinois Society of Architects last month by A. J. McGivern, managing director of CEWA. In reporting on his talk, he said:

"I explained that this proposed rewiring program would include buildings of every type including modern illumination for stores, office buildings, public buildings, schools and churches, and that in this work architects would have a definite place in the picture to provide harmony of design and efficient placing of illumination that served its purpose.

"I invited them to suggest one of their members which we would add to our rewiring committee so that we could have the benefit of his judgment and so that their association would be kept informed on the progress of our campaign.

"Then I added that all this rewiring work is necessary for the reason that when existing buildings were erected 25 or 30 years ago, we did not vision the progress that would be made in the electrical industry—the new appliances and the higher lighting intensities that would be wanted. Now we are entering into a large building campaign. Is our gift of prophecy any better now than it was then?

"You, gentlemen, have a definite job to do. If your specifications on electric lighting are open, simply requiring compliance with the city code, competition will force contractors to figure down to minimum requirements which are just the same as they were 25 years ago, and your electric installations will be just as obsolete when your buildings are erected as our present buildings.

"I hope that in your specifications for new buildings that you will include real adequate wiring. By this I do not mean plenty of outlets alone, but heavy enough copper to supply all current consuming devices and high intensity lighting. But, more than this, you should include a reasonable allowance in carrying capacity to provide for electrical appliances and higher intensities of illumination that are yet unborn."

Wholesaler Starts Manufacturers' Agency

W. H. Bechtold, well known in local wholesale electrical supply circles, has entered the electrical agency business, with offices at 1023 Fulton Building. He will represent The Steel City Electric Company and Central (Spang) Conduit in western Pennsylvania and West Virginia territories.

Mr. Bechtold recently resigned as general sales manager of the Westinghouse

Electric Supply Company, Pittsburgh, Pa. He completed thirty-five years' association in the electrical supply business, twenty-eight years of it with the Iron City Electric Company, plus seven years with the Westinghouse Electric Supply Company.

New Orleans Wholesalers Face Appliance Demands

Refrigerators are first, electric washers second, and gas ranges third, in order of demand in New Orleans for home electrical appliances, according to a city-wide survey that was completed recently by the School of Business Administration of Louisiana State University.

Findings of the survey were revealed at a dinner given for electric and gas appliance dealers given last month by the New Orleans Public Service Inc. The survey was sponsored by the Committee of Economic Development.

A total of 152,000 electric and gas appliances will be purchased by the people of New Orleans within the next two years at a cost of $16,723,000 according to the survey report.

Altogether, 89,060 electric refrigerators will be bought for a total of $6,303,160, according to Streuby L. Drumm, sales manager of the Public Service company. Of electric washing machines, 42,440 will be purchased at a cost of $5,445,240. In gas range sales, 17,740 will be bought for $1,738,000.

Potential sales in other items were: 14,940 radios for $1,150,000; 4680 vacuum cleaners for $299,700; freezers—1260 totalling $320,000; 1580 electric ironers for $128,840.

ESTATE STOVE Company changes hands. Henri Sadacca, left, president of Noma Electric Corporation, watches while David Kahn, president of Estate Stove Company, signs the papers that marked Noma's entry into the field of household equipment as the new owner of Estate.

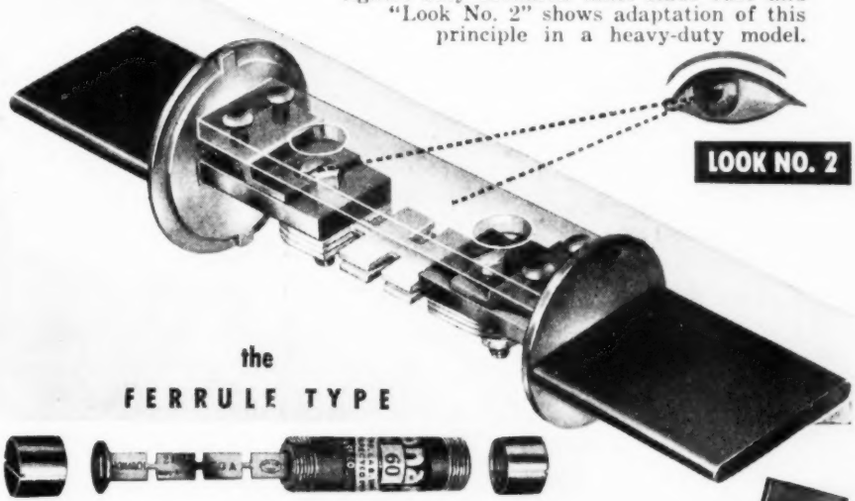
Take a TWO-WAY LOOK
AT THE
Monarch Fuse

LOOK NO. 1

the MONARCH SUPPORTING BRIDGE

Note how this Monarch construction prevents the fibre bar from coming in direct contact with the screw connecting renewal link to knife blade. This minimizes the charring of the fibre bar and positively prevents excessive overheating of knife blades. Note also large metal parts which dissipate heat. Result: *dependable protection.*

"Look No. 1" illustrates this construction in a lighter-duty Monarch knife-blade fuse and "Look No. 2" shows adaptation of this principle in a heavy-duty model.



LOOK NO. 2

the FERRULE TYPE

Specify Monarch Fuses *for improved* FUSErvice

Monarch RENEWABLE Fuses

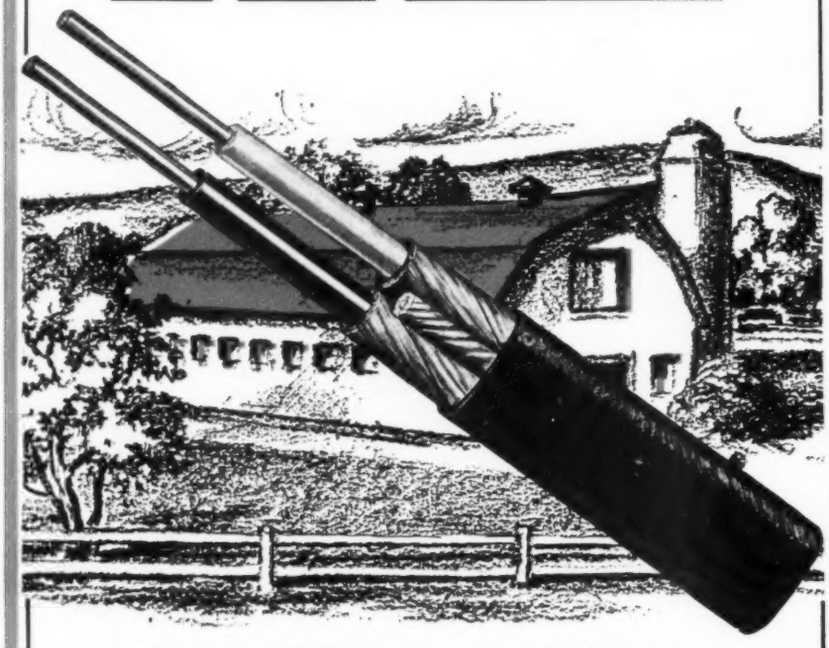
MONARCH FUSE CO., LTD.
118 E. FIRST ST., JAMESTOWN, N. Y.

CRESFLEX

TYPE TX

NON-METALLIC SHEATHED CABLE

Has Many Advantages



A SAFE, PERMANENT low cost cable for interior wiring. The use of SYNTHOL Type T conductors results in a smaller, lighter weight cable, which makes it easier to install and takes less space. The SYNTHOL thermoplastic insulation on the conductors has long life, high dielectric and mechanical strength, and is extremely resistant to moisture, acids, alkali and mildew. Will not burn and is free and clean stripping.

Recommended for farm and rural buildings, as well as for all types of residential construction.

CRESCENT

WIRE and CABLE

NEMA

CRESCENT INSULATED WIRE & CABLE CO.

TRENTON, N. J.

NEMA Previews 1946 Electrical Market

"The post-war market which has been anticipated for the electrical manufacturing industry is now at hand, and conditions in 1946 will hold the answer as to how adequately it can be supplied," according to W. J. Donald, managing director of the National Electrical Manufacturers Association.

"The business executive who attempts to make a forecast about these conditions, however, is like a man on a floating island whose position is constantly subject to drifts and currents, often unpredictable.

"The electrical manufacturing industry has to adjust itself from a peak wartime production of more than $9 billion in 1944 to a peacetime output of about half of that volume in 1946. This represents a very substantial decrease from an estimated production of $7 billion in 1945, but still would be in excess of the volume of $2.5 billion produced during the last normal peacetime year of 1940.

"Based upon the best obtainable estimates of electrical manufacturers, production in 1946 should exceed $4 billion, and may very conceivably run as high as $4.5 billion, dependent, of course, upon such factors as wage and labor problems, retooling, the availability of raw materials, new manufacturing methods, price policies, government controls and the development of markets.

"While the output of some products which were in heavy demand during the war, such as signal and communication equipment, will show a big drop, other fields, such as the manufacture of appliances, which were curtailed during the war, will show considerable increases, not only over the limited war period, but over the last normal peacetime year."

G. H. Franks Returns To Altorfer Bros.

Glen H. Franks, after more than three years in the Navy, has resumed his former position as sales manager for Altorfer Bros. Company, Peoria, Illinois.

Mr. Franks has been associated with Altorfer Bros. Company since 1929, and has continuously held key executive positions in the ABC sales organization. As a Lieutenant Commander in the Navy, he served as Flight Officer aboard the Aircraft Carrier U.S.S. HANCOCK.

In returning to his present duties, Mr. Franks will continue to concern himself primarily with the company's complete merchandising program for the distribution and sale of ABC washers and ironers, nationally. Much of his time will be given particularly to the introduction of the company's new ABC-O-Matic washer that will go into production early in the new year.

E. C. DVORAK has been appointed sales manager of The A. E. Rittenhouse Company, Inc., Honeoye Falls, New York. He has been with General Electric at Bridgeport for the past eleven years, and since 1939 was sales manager of the electric range division.

Puts New Appliances In Chicago Display

The first trade showing of 1946 electrical appliances made by the Westinghouse Electric Appliance Division opened on January 6 at the National Home Furniture Show in the American Furniture Mart Building, Chicago.

This representative showing of the Company's products, said J. H. Ashbaugh, vice president in charge of the division, is representative of the new stlying and engineering of Westinghouse appliances.

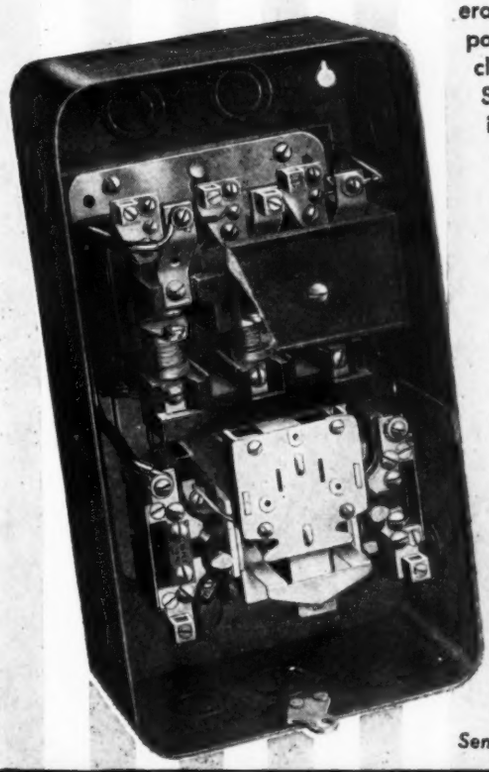
Among the new appliances which the trade has not seen on display are the new Laundromat automatic washer, the automatic clothes dryer, the Westinghouse home freezer which introduced the upright style of freezer to the market, the new home refrigerators, electric ranges with a newly perfected Corox surface heating unit and the Tel-A-Glance switch knobs.

Truman Receives New Wire Recorder

William P. Lear, president of Lear, Incorporated, presented President Harry S. Truman with one of the most recent models of the Lear Wire Recorder at the White House on November 15th. President Truman was so interested in the Lear Recorder that he tried it out immediately, and spent several hours with Mr. Lear in testing the performance of the recorder, and discussing its future as a part of home radios as well as in business.

Federal's Noark Magnetic Starter
Is completely different and plenty smarter
Equipped with action that's ball-bearing
For safe control and longer wearing

Federal NOARK
Magnetic Motor Starters



There's only one moving part in Federal Noark Controls . . . and that part rolls on ball bearings—an exclusive Federal feature! Result? Smooth, faster making and breaking of contact, accurate action . . , less friction . . . longer life. Here are more reasons for specifying Federal starters:

- Double break pure silver contacts held by a single screw for ready replacement.
- Heavy arc barriers located for strength, flashover resistance, high arc rupturing.
- Molded parts have asbestos base with non-carbonizing inorganic binder.
- Coils readily changeable—just remove retainer spring, loosen yoke, take out magnet.
- Overload relays—*combination hand and automatic reset.* Bimetalic type. Originated by Federal.
- Heaters frontmounted, accessible; trip ampere stamped on units.

Send for your copy of the FEDERALOG.

FEDERAL ELECTRIC PRODUCTS COMPANY, INC.
EXECUTIVE OFFICES: 50 PARIS ST., NEWARK 5, N. J. • PLANTS: HARTFORD, CONN. • NEWARK, N. J.

THIS

DEPARTMENT-IN-A-PACKAGE

offers you new profits in a big, growing market

DRUG . . . RADIO . . . HARDWARE STORES . . . all are logical outlets to serve the increasing thousands of hearing aid users in this newest battery market. And Burgess makes it *easy for you* to start your dealers with this minimum stock assortment of the popular types. Attractive counter merchandiser takes only small space . . . simplifies reordering . . . makes it *easy for all dealers* to stock and sell hearing aid batteries.

Ready-Packed Assortment includes 24 No. 2ES, 30 No. 1ES, 12 No. TE, 6 No. XX30E, and 1 No. XX22E.

SEND YOUR DEALERS THIS FREE CIRCULAR!

Fully explains the new Department-In-A-Package. Available free to mail to your dealers. Includes dealer mail-order reply card imprinted with your name and address. Send coupon today for full information.

BURGESS BATTERIES

Burgess Battery Company, Dept. 14, Freeport, Illinois
Gentlemen:

Please send full particulars on your Department-In-A-Package and free dealer circular plan. I am considering a mailing to my dealer list of_____names.

Name_____

Address_____

City_____ Zone_____ State_____

1946 Seen As Big Year For Electric Power Sales

A new alltime high in production of electric power plant equipment is expected in 1946, with utility companies anticipating that electrical energy requirements in 1947 will surpass wartime peak consumption, the National Industrial Conference Board reported recently.

Three factors are prominent in this optimistic outlook, according to the Conference Board:

1. Anticipated expansion in electric production capacity. 2. Heavy demand for industrial electric equipment that will consume a large part of this power increase. 3. Prospects for extensions of service lines to agricultural areas in the next three years.

"Rapid expansion of electric power production for war purposes," the Conference Board said, "was accomplished with a relatively small addition to plant and equipment. Consumption jumped 73 per cent while additions to plant and equipment amounted to only 26 per cent. This situation followed the decision in 1942 to eliminate all but the most critically needed power plant construction, in order to meet the demands of war agencies. Drastic changes in distribution methods were necessary to

Frankel

FLEXILUGS

Cast Lug Performance at a Stamped Lug Price

Each part of Frankel Flexilugs is precision-built of special materials to assure maximum overall performance. Each Lug fits many wire sizes. Works equally well on solid, stranded, flexible and extra flexible cable. All current in lug carried through 100% conductivity copper which makes full contact around the wire.

Catalog 4-C mailed upon request

Frankel
Solderless
Connectors

FRANKEL CONNECTOR CO.
25 Vestry Street • New York 13, N. Y.

ELECTED a vice-president of U. S. Rubber Company. Ernest G. Brown is general manager of Mechanical Goods, general products, and "Lastex" yarn and rubber thread divisions of the company.

avoid serious power shortages. Normal competitive methods were abandoned and replaced by a gigantic power pool.

"With a return to peacetime conditions, there is a need for an extensive expansion program. This is reflected in the current heavy burdens placed on operating capacities of electrical equipment plants. Customers are making active inquiries as to time of delivery of urgently needed equipment. In several lines, consumers will be served sooner than had been anticipated while in other lines deliveries will be delayed. Deliveries for maintenance and repair will be given first consideration.

"Prices will remain at current levels for the time being, although increased labor and overhead costs may subsequently force pressure for higher prices. Labor costs during the war increased as much as 35 per cent in some cases."

Philco Radio Changes Name of Sales Division

The Board of Directors of Philco Corporation has changed the name of Philco Radio & Television Corporation, a wholly-owned subsidiary which handles the national distribution of Philco products in the United States, to PHILCO PRODUCTS INCORPORATED, it was announced today by John Ballantyne, president.

"The greatly expanded scope of Philco operations, which now include household refrigerators, freezers, air conditioners, and radar equipment, as well as radio receivers and television, makes it advisable to give a broader name to our sales company," Mr. Ballantyne said in explaining the action of the Board of Directors.

The architectural beauty, high quality, and performance keyed to modern living, of Auth apartment telephones, signals and mail boxes have led to selection of Auth for hundreds of modern apartment developments.

To the architect, Auth stands for complete tenant satisfaction, owner's pride, and equipment that will match the life of the building. To the contractor, Auth means electrical strength, mechanical endurance, easy installation, and a guarantee against troublesome failure. Those have been Auth achievements since 1892.

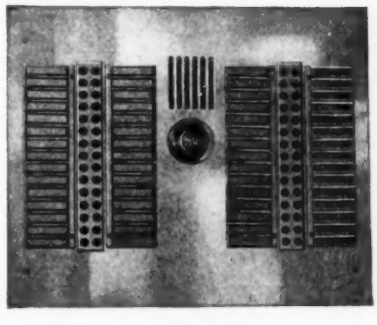
Ask for Auth Apartment Bulletin No. 95, showing a complete line of apartment telephone systems and mail boxes. Other Auth bulletins cover complete line of electrically or manually operated chimes, bells, buzzers, push-buttons, door-openers, annunciators, and fire alarm systems.

The experienced Auth representative near you can save your time by helping you plan the job right. Just ask him.

Apartment Telephones

Electrical Chimes with Tonal Beauty. Also Manually Operated Door Chimes

Government-Approved Mail Boxes



Lobby Telephones

1-S

AUTH ELECTRICAL SPECIALTY COMPANY, INC.
422 EAST 53rd STREET NEW YORK 22, N. Y.
Offices in AUTH Principal Cities
SINCE 1892

FULLMAN Latrobe PRODUCTS

FLOOR BOXES · WIRING SPECIALTIES

FULLMAN MANUFACTURING CO. QUALITY LATROBE SUPREMACY LATROBE, PA.

Quickly Installed Latrobe Products Save Time and Labor

New construction and plant readjustments are being hastened and in many cases simplified by the use of convenient "Latrobe" products. Do not be caught short. Check your stock frequently.

No. 470 "Latrobe" Pipe or Conduit Hanger

Designed for hanging pipe or conduit ½", ¾" and 1" to steel beams up to ⅜" thick. Has firm, sure grip.

No. 280 Nozzle with No. 200 Cover Plate

Ten Amp. 250 Volt receptacle in brass housing, ½" brass pipe extension.

No. 150 Box; No. 207 Nozzle

Underwriters' approved. For installation in concrete or in wood finished concrete floors.

No. 285 "Latrobe" Double Duplex Receptacle Nozzle

Shown here with No. 200 Cover Plate. Easy to install, attractive, efficent.

"Bull Dog" Insulator Support

Nothing better for fastening porcelain or glass insulators to exposed steel framework. No holes necessary.

Bull Dog BX Cable Staples

Superior quality. Available in any quantity.

FULLMAN MANUFACTURING CO.
LATROBE . . . PENNSYLVANIA

Control Devices Face Peak Demand

Because of an unprecedented upsurge in factory and commercial building construction, the entire electrical control and distribution apparatus industry faces the greatest demand for its products in its history, Lauren W. Mercer, vice-president of the Square D Company, Detroit, told more than 125 field engineers and representatives of the company last month at its first conference since the war.

Although the public is conscious of expansion programs which have been announced by larger companies and industries, Mr. Mercer said, the activity of small business is equally important and the reports from every section of the country indicate that not a community will fail to benefit from the improvement of manufacturing establishments and the replacement and modernization of retail and wholesale establishments of all types.

Industries in which the building projects already are reaching tremendous proportions, he said, include brewing, both metal and wood furniture, farm implement, automotive, machine tool, motion picture, dairy, food, chain store retail and wholesale, refining, and the electrical industry itself.

"For more than five years," Mr. Mercer

JOB AHEAD

. . . and we're equal to it! Each day we are shipping more for civilian use.

CORWICO WIRES

MADE BY Engineers FOR Engineers

cornish WIRE COMPANY, INC.
15 Park Row,
New York City

CORWICO

CHARLES L. ELLIS has been appointed New York manager for Pittsburgh Reflector Company, according to B. D. Levaur, vice-president in charge of sales. Mr. Ellis has been in the lighting field since 1929. He has been with Corning Glass since 1938.

said, "the nation's industries and commercial facilities have had no time to carry on even normal maintenance or improvement and the productive machine has run down to a point where it has to be revamped. This revamping program will be a steady one because virtually every manufacturer is taking emergency and quickly accomplished steps in order to get his products back before the public as soon as possible."

Appliance Business Given to Employees

In an unusual business world gesture, Andrew J. Higgins has presented the Appliance Division of Higgins Industries, Inc., New Orleans, to its present operating heads, J. O. Crary, L. V. Busenlener, and W. H. Bramblett, according to recent announcement.

The announcement said that the Industries Sales Corp., has been organized and is operating without interruption as distributors of the line of commercial and domestic products formerly handled by the Appliance Division.

Mr. Crary, who served as Division manager under the Higgins name, is president of the new company. Mr. Busenlener, formerly manager of the Commercial and Air Conditioning Department, is vice-president, and Mr. Bramblett, who headed the Higgins Domestic Appliance Department, is secretary-treasurer. All three are widely known executives in the appliance field.

It was said that the offices and display rooms at 521 City Park Avenue will be maintained for the present, and that Industries Sales Corp., will continue with the same retail dealers franchised by the Higgins Company in Louisiana, South-Central Mississippi, Southern Alabama and Western Florida.

"reconvert Qikly"

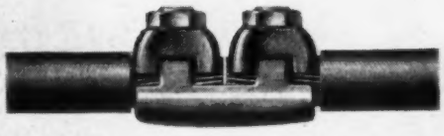
with Burndy QIKLINE CONNECTORS

Install quickly with an ordinary wrench – cast of high strength, high copper alloy – high compression contact assured by oversize studs – each size takes broad range of cable sizes – Send for CATALOG #41. Burndy Engineering Co., Inc., 107S Bruckner Blvd., New York 54, N. Y.

QIKLUG
TYPE Q3A-B

QIKTAP
TYPE QT

QIKLINK
TYPE QR-B



QIKSTUD
TYPE Q2DN

QIKLUG
TYPE QA-B

Headquarters for CONNECTORS

Burndy

The PLAN Behind The PRODUCT!

Vaculator

PROTECTED Profits!
Aggressive PROMOTION!
Distinguished DESIGN!

Vaculator
the NAME WOMEN KNOW!

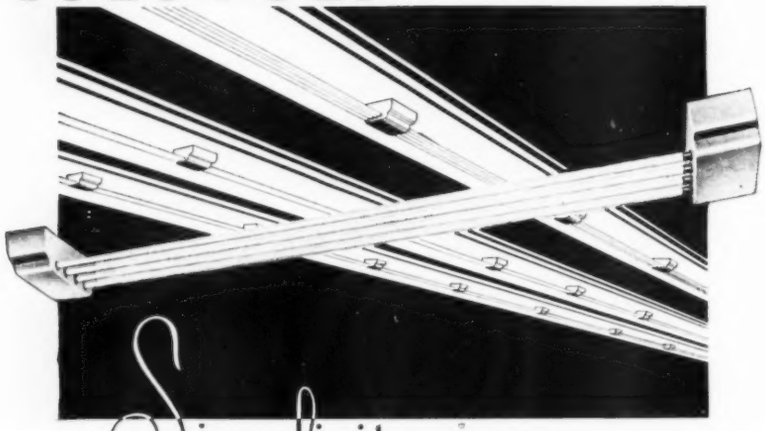
Liven housewares sales with this consumer-accepted "best seller"! Fair-traded for FULL profits, backed by potent advertising in leading magazines, made with PYREX brand glass—and priced LOW to sell QUICKLY.

IN A CLASS BY ITSELF!
DUTCH CLOTHLESS FILTER
The *biggest* "LITTLE" thing in coffee makers! Can't fall out; no cloth or paper; virtually unbreakable; fits ALL standard makes. It's *R-E-D HOT!*
50¢ LIST

FREE!
DISPENSER
STOPS the prospect; TELLS the story; MAKES the sale!

VACULATOR · CHICAGO 6, U.S.A.

*COLOVOLT



Simplicity LIGHTING UNITS
Cold Cathode Low Voltage

Long continuous lines of light, possessing all the recognized advantages of Colovolt Cold Cathode Fluorescent illumination, come to you in these "Simplicity" assemblies. Distinctive in design—easy to install—simple to maintain—no gingerbread attachments—no dust collecting areas—"Simplicity" units give balanced illumination with comfortable, easy-to-look-at light for every commercial installation. Units available to make individual 8 foot fixtures or continuous line lighting in multiples of 8 feet. Colovolt 93" 10,000 hour lamps (1) are guaranteed for 1 full year except for failure due to breakage, (2) require no starters—do not flicker, (3) are practically free of intermediate burn outs.

Contact your electrical wholesaler or jobber, or write us for full details and prices.

* Trade mark registered U. S. Pat. Off.

General LUMINESCENT CORPORATION

GENERAL LUMINESCENT CORPORATION
648 So. Federal St. CHICAGO 5, ILL.

Organizational Changes By Phila. Wholesaler

The Elliott-Lewis Electrical Company, Inc., electrical wholesalers in Philadelphia, has just completed a streamlining of its organization in preparation for new requirements and expanded operations in postwar.

Harold C. Stott, formerly of the Sun Oil Company and Presbyterian Board of Pensions has been elected president.

Frank Elliott Jr. has been elected vice-president in charge of sales.

R. F. Pettit has been appointed manager of the newly created Housewares Department. Mr. Pettit has been with Elliott-Lewis for fifteen years and prior to the war was its central city salesman.

T. C. Lightfoot is manager of the Engineering Department offering technically qualified assistance to its customers on power and apparatus equipment, electronic devices, lighting, sound, and communication equipment and other similar items. J. T. Ellis is lighting engineer and J. G. Martenson is sound engineer for Stromberg Carlson Sound Equipment.

L. B. Chapman is manager of the Electrical Supply Department, after having served as manager of the successful Marine Department during the war. Elliott-Lewis will continue to offer the outstanding facilities and service that enabled it to serve eight hundred and sixty-four Marine accounts in twenty-six states during the war.

E. M. Maynard, formerly of the War Production Board has been appointed purchasing agent. Mr. Maynard brings to this office his valuable experience in WPB and many years in the electrical wholesaling business.

Jacob A. Kahn Retires From GE

Jacob A. Kahn, well-known "oldtimer" in wholesaling in the mountain states, has retired from his position as commercial vice-president of the General Electric Supply Corporation, Salt Lake City, Utah. He has been with the company for more than 27 years.

During the years from 1919 to the formation of GE Supply, he was president and manager of the Capital Electric Company of Salt Lake City.

In announcing the retirement of Mr. Kahn, E. E. Brazier, district manager of GE Supply at Salt Lake, said:

"For years Mr. Kahn has served faithfully and most generously in many positions of leadership and responsibility in business, civic and charitable enterprises, with the high esteem of those who have known him. His fine example of fairness and his wise counsel in the business and social life of this area have endeared him to all."

Expect '46 Rubber Output To Be 66% Above 1939

The rubber industry is expected to produce goods in 1946 with a value of $1,500,000,000, an increase of 66 percent over the corresponding figure of $900,000,000 in 1939, the last wholly peacetime production year, according to a statement by Herbert E. Smith, president of the United States Rubber Co.

Major part of this record production will be accounted for by tires. Operating at capacity, the industry is expected to produce more than 80,000,000 units, of which 66,000,000 will be passenger car tires. Previous largest passenger car tire output was 50,000,000, in 1941. Achievement of the 66,000,000 goal of 1946, which is at the rate of more than two tires a second, will ease the tire shortage, but not noticeably until the latter half of the year.

Other goods, such as footwear, golf balls, "Lastex," and drug sundries, will also be scarce in the early part of the year, but with the industry geared for capacity output, supplies will greatly increase as the year progresses.

New Sales Reps For Acme Electric

The Acme Electric Company of Cuba, N. Y., has announced the appointment of two new sales representatives.

The Hopper & McCoy Company at Atlanta, Ga., will represent the company in Florida, Georgia, Alabama, South Carolina, eastern Tennessee, and North Carolina.

The L. W. Sloan Company of St. Louis, Mo., will cover the St. Louis area, the so-called "forty-ninth state." Mr. Sloan also represents KenRad Tubes, Russgreen, Kondu, and Trico Fuse.

PROGRESS is evident here in the development of electric motors over the past forty years. C. C. Shutt and William Borden are examining a 1904 model of a Westinghouse ¼-horsepower motor. The other two are present-day Westinghouse motors of the same horsepower, the one at left a special design for aircraft use, the center one a utility model for appliances, etc.

The assertion that Talk-A-Phone *"Has Everything"* is *not* just a catchy slogan . . . *not* an idle boast, but statement of *provable fact.*

Talk-A-Phone's leadership does not rest on shifting sands of flimsy promises. It is *enduringly* built on thoroughly satisfactory performance which *only* inter-communication that "Has Everything" *can* consistently provide.

A perfected product of the world's largest exclusive manufacturer of inter-communication, Talk-A-Phone *fully* measures up to *every* inter-communication requirement of today and of the tomorrows to come. Easily and quickly installed.

A few choice territories still available to live-wire distributors.

Write or wire for details.

Talk-A-Phone Mfg. Co.
1512 So. Pulaski Rd. Chicago 23, Ill.

Insist on
"ADVANCE" BALLASTS
on all lighting equipment YOU buy

"ADVANCE" BALLASTS EXCEL IN QUIET OPERATION, high efficiency performance, low replacement cost and long life.. They permit easy installation in fixtures where only a limited space is allowed for ballasts. Designed by expert lighting engineers and approved by Underwriters Laboratories, "Advance" ballasts are the answer to all fluorescent lighting problems. LARGE MANUFACTURERS OF LIGHTING FIXTURES USE "ADVANCE" BALLASTS—so insist on this quality ballast on the equipment YOU buy.

DEPT. - W
ADVANCE Transformer Company
1161 W. Madison Street Chicago 7, Ill.

ON EVERY CALL SELL THEM ALL

Wholesaler Salesmen go for the TRICO LINE because of the variety of kindred items. Every call produces the greatest sales and profits.

Repeat business is another sure way to bigger profits. TRICO users order again and again because they know, from actual experience, that each item is engineered for unexcelled service.

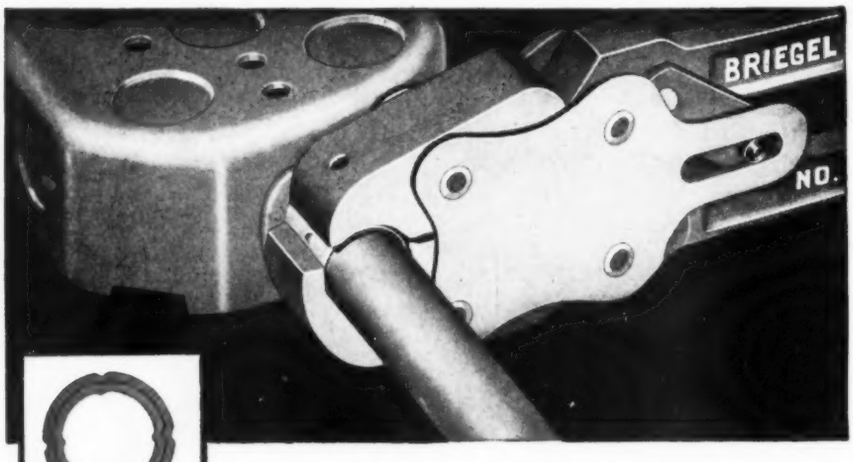
Sold exclusively thru Wholesalers — backed by a sound sales policy providing ample profit margins—confidence and quick acceptance thru national advertising.

For greatest sales and profits—STOCK and SELL . . .

TRICO
REG. U.S. PAT. OFF.

"PREFERRED FOR QUALITY"

TRICO FUSE MFG. CO.
MILWAUKEE 12, WISCONSIN



Cross section Showing Indentations.

E·M·T·UP THE QUICK WAY
Two Squeezes and it's Set

TWO QUICK SQUEEZES give you Finer, Faster Conduit Connections. B-M Fittings do away with the twisting, turning and tightening of nuts and save you valuable time and materials. Then too, they are stronger, neater and much easier to work with in tight places. Start using B-M Fittings today. Have more satisfied customers—more profits from each job!

(All B-M Fittings carry the Underwriters Seal of Approval)

DISTRIBUTED BY

The M. B. Austin Co., Chicago, Ill.
Clayton Mark & Co., Evanston, Ill.
Clifton Conduit Co., Jersey Cy., N. J.
Gen. Electric Co., Bridgeport, Conn.
The Steelduct Co., Youngstown, Ohio
Enameled Metals, Pittsburgh, Penn.
National Enameling & Mfg. Co., Pittsburgh, Pa.
Triangle Conduit & Cable Co., New Brunswick, N. J.

BM BRIEGEL METHOD TOOL CO. • Galva, Ill.

Electrical Industry Saluted In Pageant

Electrical manufacturing and seven other basic industries were saluted in a tableau that featured the opening session of the fiftieth annual congress of the National Association of Manufacturers, presented before 5,000 persons in the Grand Ballroom of the Waldorf-Astoria on December 5, 1945.

The tribute to electrical manufacturing, as "the industry that serves all industry—200,000 plants across the land," climaxed N.A.M.'s stage show, "Soldiers of Production—Makers of Tomorrow," in which the rubber, automobile, petroleum, aviation, steel, chemical and textile industries also were honored.

At the close of each salute a three-dimensional display, symbolic of the industry, was unveiled. Standing before each diorama was an employee, selected as typical of the industry.

Arthur E. Marsh of Bloomfield, N. J., whose suggestion resulted in an annual saving of $30,630.—and a comparable stimulus to war production—was honored as "typical of the vision in the electrical manufacturing industry"—an industry that in 1944 alone produced $9,000,000,000 worth of war-winning equipment, although geared normally for only a fifth of that total.

The text of the salute to the electrical manufacturing industry, prepared in cooperation with the Electrical Manufacturers Public Information Center, follows:

"Electrical manufacturing is 65 years old and still in its infancy—a manifold industry that creates a vast array of appliances and equipment to generate, transmit, distribute, harness, measure, control and utilize electricity.

"It serves all industry—200,000 plants across the land, providing the workman with more electrical horsepower than any other in the world, and with effortless, accurate control of this might. It reaches into every other phase of life—commerce, transportation, communication, the farm, the hospital, the school, the home—insuring top production, health, comfort, and happiness—and the highest standard of living.

"Its equipment—one company alone produces 300,000 separate electrical items—ranges from the delicate to the ponderous. From switches and fuses to giant turbine generators; from meters to motors; to countless miles of wire and cable and insulating materials; to myriads of appliances and electronic devices—all in the van of a mammoth power parade.

"In short—and in 65 electrifying years, representing only one per cent of recorded history: from the curling iron to the cathode ray tube—the heart of radar—'second only to the atomic bomb' in war-winning significance.

"The electrical manufacturing industry

JOINS STAFF of Edwards & Co. as a specialist in merchandising. Gordon Lamb was formerly in the furniture section of OPA and prior to that was with Filene's department store in Boston. He will be associated with the merchandising of the company's line of door chimes.

has outstripped time itself. Electrically speaking, we're living in 1970, the war having advanced electrical research by at least a quarter of a century . . . and this 1970 knowledge is being transplanted into the postwar era to enrich all avenues of life . . ."

Regional IES Meeting To Be In Philadelphia

The annual East Central Regional Conference of the Illuminating Engineering Society will be held on January 31 and February 1 in Philadelphia at the Bellevue-Stratford Hotel.

Members and guests are welcome to attend the sessions starting at 9 a.m. on Thursday and continuing through Friday afternoon, which will include interesting and educational talks by some of the country's most prominent men engaged in the lighting field; presentation of Hollywood produced colored sound films; inspection trips of some of Philadelphia's outstanding lighting installations in schools, commercial and industrial establishments.

The program also includes a lighting service forum with discussion on school and office lighting; proper lighting maintenance; progress being made in light sources and equipment; solution of typical lighting problems; a symposium of small airport lighting; and a report and planning of I.E.S. activities.

Registration fee, including all meetings, dinner and lunch will be $7.50.

QUAD

LIGHTING UNITS

The Right Line for any outdoor installation - - - - - - - - -

Outdoor lighting is becoming increasingly more important and this means more business from the sale of proper units. QUAD can bring a good share of that outdoor lighting business your way. We have units for most effective lighting of industrial grounds, warehouses, loading platforms, playgrounds, city parks, driveways, garages, exteriors, and farm yards.

Regardless of the need, there is a QUAD unit ideally suited to the application. QUAD units produce the quality and quantity of lighting to best suit your customers' requirements.

We have a very complete catalog of all QUAD lighting units—get your copy and get your share of this good business.

QUADRANGLE MFG. CO. 32 S. PEORIA ST. CHICAGO, ILL.

Here Are Important BELL Sound Advantages

The nationally recognized advantages of BELfone include bell-clear tone, easy two-way talk-and-listen operation and voice transmission that is free from talk-back. The BELfone saves needless steps as it brings key men or stations to within easy speaking range of any desk. The flexible BELfone system is adaptable to any need or want and may be easily expanded or changed as the situation requires. Write today for complete information.

BELL SOUND SYSTEMS, INC.
1197 ESSEX AVE. COLUMBUS 3, OHIO
EXPORT OFFICE: 4900 EUCLID AVE., CLEVELAND 3, OHIO

BELL SOUND SYSTEMS

UNIVERSAL QUALITY

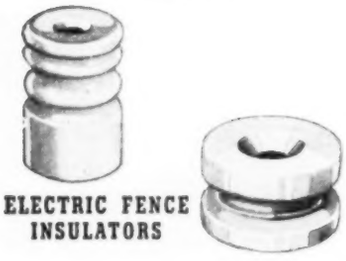
HOUSE BRACKETS

SCREW KNOBS

NAIL KNOBS

CLEATS

TUBES



ELECTRIC FENCE INSULATORS

Send for samples . . . and compare Universal quality.

THE UNIVERSAL CLAY PRODUCTS CO.

1549 East First St., Sandusky, Ohio

Refrigerator Manufacturers Double Facilities

Striving to meet peacetime demands that are the greatest in its history, the mechanical refrigeration and air conditioning industry has more than doubled its capacity over any prewar year, it was estimated recently by spokesmen of the Refrigeration Equipment Manufacturers Association.

The industry's expansion includes all its products having to do with food preservation, human comfort (air conditioning), and various industrial and commercial uses ranging from the production of equipment for "cold treating" metals to newly perfected water coolers and recently designed refrigerated display cases for groceries and delicatessens.

Notable in this activity is progress in the air conditioning field where postwar requirements are said to exceed $1,000,000,000 in volume. This estimate is based on the small percentages of homes and other buildings now air conditioned, some which are: less than 1 percent of homes valued at $12,000 or more with central heating units; only 3 percent of department stores; 2 percent of drug stores; 7 percent of restaurants; 2 percent of doctor's offices; 30 percent of railroad cars, and similarly small figures for many other establishments.

One of the industry's most interesting and widely-publicized current developments is the growth in the manufacture of equipment used in freezing foods and the storage and transportation of frozen foods, though industry spokesmen point out that this activity represents only one segment of the postwar expansion.

A late tabulation shows that more than 200 additional companies recently have entered the frozen food equipment field. These include companies which are newly established in their entirety as well as already existing firms which have opened mechanical refrigeration divisions for the first time.

REMA officials reported the industry now is working at top speed to fill an estimated demand for home and farm frozen food units—variously estimated at anywhere from 1,000,000 to 8,000,000—and for new refrigerators with frozen food compartments.

L. L. Walton Returns To Gough

L. L. Walton, after three years in the Army as a radio technician, under a Government arrangement with Philco to furnish men having special radio knowledge, is now back in harness as salesman for Gough Industries, Inc., in that wholesaling concern's Long Beach, California, office. He will specialize in radio.

FUSIBLE TRIPLOC plugs and receptacles

Fusible contact unit assembly, 3 wire, 4 pole, for three 30 amp. 250 v. cartridge fuses or fusetrons. Also 2 wire, 3 pole (2 fuse) type for universal tools.

Connector bodies

Fusible plug

for Portable Electrical Tools

The use of fusible Triploc plugs on extension circuits will automatically isolate a defective tool or device without interrupting service to other equipment. This protection is especially valuable on production lines using numbers of portable tools. Triploc plugs and receptacles are heavy duty types to withstand hard use. The complete range of types includes fusible plugs, cable connectors, and receptacles in many housing types with conduit fitting bodies in standard styles and sizes. Consult your Pylet catalog for complete listings of all types.

•

THE PYLE-NATIONAL COMPANY

1352 N. Kostner Avenue, Chicago 51, Illinois

GE Announces Washer Prices

In line with its recently-announced national pricing policy, the General Electric Company has announced OPA-approved prices which include cost of delivery and one year warranty for the first four postwar washers to go on sale to the public, according to Mr. C. E. Anderson, manager of GE's home laundry equipment division.

The two washer models now in production and on display in dealers' stores are priced at $81.95 and $91.95, he said. These are identical machines except for the addition of a pump to the higher-priced model. Two other models, one with a pump, which were expected to go into production by the first of the year, are priced at $71.95 and $81.95. A non-automatic portable ironer which is soon to be shipped will sell for $31.95.

Heating Pads Distributed

With the establishment of OPA-approved prices for its line of heating pads, General Electric announces that the two pads now in production at its Lowell, Mass., factory have been placed on sale throughout the country.

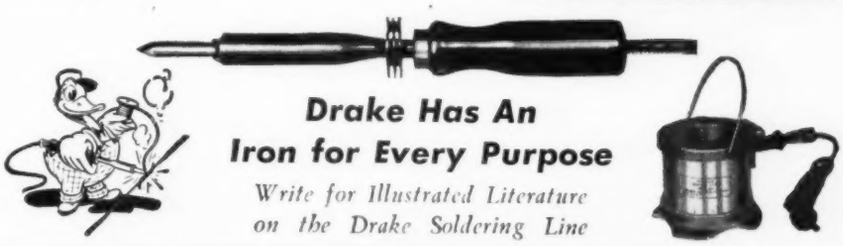
According to Mr. E. H. Norling, sales manager of the company's sunlamp and heater section, one heating pad will sell for $4.50 plus tax and the other will sell for $4.95 plus tax.

MANAGER of the radiant heat division of the C. M. Hall Lamp Co., Detroit, is the new position for Harry S. Walker, above. He replaces Thomas P. Cusack, Jr., newly appointed manager of the sales development division for the entire company. For the past eight years, Mr. Walker has represented the Westinghouse Electric Corp. on various sales and engineering assignments.

You Recommend Dependability

when you suggest DRAKE SOLDERING IRONS AND SOLDER POTS

You can count on *complete* customer satisfaction from DRAKE Soldering Irons. Backed by 25 years of soldering iron manufacturing experience DRAKE Soldering Irons have built a reputation for quality that makes them *distinctly preferred* by fast-producing American industry.

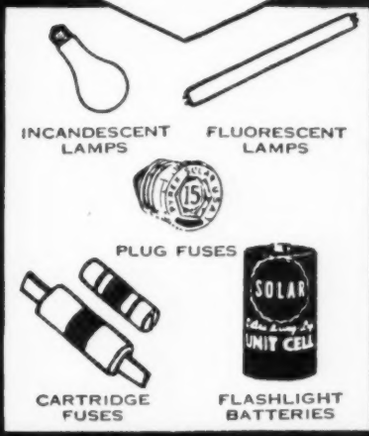


Drake Has An Iron for Every Purpose

Write for Illustrated Literature on the Drake Soldering Line

DRAKE ELECTRIC WORKS, INC.
3656 LINCOLN AVE · CHICAGO 13, ILL.

SOLAR Electrical Products



Quotation on request

SOLAR ELECTRIC CORPORATION
WARREN, PENNSYLVANIA

PROFITABLE Opportunities for you with AUTOMATIC TIME CLOCKS

Window Lights . . . Electric and Gaseous Tube Signs . . . Apartment and Hotel Hall Lights . . . Billboards . . . Flood Lighting . . . Poultry House Lighting . . . Linotype Machines . . . Pumps and Motors . . . Electric Refrigerator Defrosting . . . Time Lock Safes and Vaults . . . Street Lighting Systems . . . Traffic Signals . . . Signal and Alarm Systems . . . Appliance Outlets . . . Water Softening Equipment . . . Advertising Displays . . . Ventilating Systems . . . Attic and Exhaust Fans . . . Electric Fountains . . . Air Conditioning Equipment . . . Electric Hot Water Heaters . . . Compressors . . . Oil Well Pumps . . . Battery Charging . . . Sprinkling Systems . . . Airport Lighting . . . Church Bulletin Boards . . . Dioramas . . . Coal Stokers . . . Time Signals . . . Chemiculture . . . Paint Agitators . . . Blowers . . . Yard Lighting Systems . . . Bulletin Boards . . . Heat Treating . . . Panoramas . . . Conveyors . . . Suburban Railway Station Platforms . . . Chime Systems . . . Electric Cookers . . . Factory Lighting . . . Electric Glue Pots . . . Park and Playground Lights . . . Gas and Oil Heating Equipment . . . Plastic Molding . . . Solenoid Valves . . . Greenhouse Lights.

Write for Information and Discounts

AUTOMATIC *Electric Manufacturing Co.*
TIME SWITCHES—FLASHERS
MANKATO • MINNESOTA

Mr. Tops, the Paragon symbol of top quality.

TOP QUALITY

POULTRY HOUSE TIME CONTROLS

Here are two first quality Poultry House Time Controls. Paragon "PS" models are designed for both morning and evening lighting, with dimming period for roosting. The Paragon Model 301 is designed essentially for morning lighting only. It is a heavy duty, industrial type time switch adaptable to poultry house lighting.

Model "PS" for Morning and Evening Lighting

Model 301 for Morning Lighting Only

Send for Authoritative Bulletin

Paragon has prepared a 4-page, 2 color bulletin containing authoritative information relative to poultry house lighting control. It summarizes the recommendations of leading poultry authorities and gives complete data regarding the wide range of Paragon poultry house time switches. Send for a supply to distribute among your dealers and power companies.

PARAGON ELECTRIC COMPANY
715 Old Colony Building • Chicago 5, Illinois

Paragon Chicago
BUILDERS OF ELECTRICAL EQUIPMENT SINCE 1903

Industrial Wholesale Adds Personnel

To the constantly increasing staff of Industrial Wholesale Electric Co., Los Angeles, have been added the following persons:

Russell Lockie, son of William M. Lockie, owner, who returned recently from the Marines, will learn the wholesaling business the hard way—nothing new for a Marine—by starting in the shipping department.

John Reid and Elmer Lord also are two new hands in the shipping department. Two new bookkeepers, Miss W. Hunter and Mrs. M. McLean, are added to the staff.

Besides personnel, something else new has been added—the company has been appointed distributor for Economy Fuse and for Linde Air Products.

Commercial Metal Products Announces Name Change

Effective January 1, 1946, "Compco Corporation" became the new corporate name of the Commercial Metal Products Co., according to an announcement published by that company. This change was made, the executives stated, in order to embody the company's trade mark by which the concern in recent years has become known in the trade.

In announcing the change of name, the company stated that all company policy, organization, and management will remain the same.

The Compco Corporation maintains its general offices and plant at 2251 West St Paul Ave., Chicago 47, Ill.

ASSOCIATION NEWS

BALTIMORE—The Annual Holiday Party given by the Electrical Manufacturers Representatives Association, Inc. of Baltimore had in attendance fifteen jobbers, twelve guests of members from the jobbing industry and twenty-seven members of the Electrical Association, making a total of 54 attending this annual function. The hotel and committee both made this affair one of the high-spots of the industry.

The following 1946 officers' ballot was sent to each member of the Association: For president, Frank C. Butts; for vice-president, H. S. Farmilo; for treasurer, J. Vernon Letmate; for secretary, R. G. Montgomery.

CHICAGO—The Electric Association of Chicago reported that the Electrical Maintenance Engineers recently had a record turnout at Vogel's Restaurant to greet J. B. Reeves, Cutler-Hammer electronics engineer. Mr. Reeves gave a splendid talk and question and

FOR
IMMEDIATE SHIPMENT
JACKSON
WEATHERPROOF SOCKETS
Now made in Aluminum

No. 5200 No. 5201

- Tapped for ½" conduit.
- Will fit any fixture with 2¼" holder.
- Sold only thru Electrical Wholesalers.
- Manufacturers of Lighting Equipment.

JACKSON
ELECTRICAL COMPANY
900-910 W. Van Buren St., Chicago 7, Ill.

ILSCO
Electrical Connectors

No, we don't ship ILSCO CONNECTORS in fancy jewel cases. Nor do we make them from castings which are heavy, costly and of poor conductivity when compared to the pure 99.99% electrolytic copper of 100% conductivity used in all ILSCO CONNECTORS.

Remember—it isn't weight that counts . . . it's conductivity

Write for 48-page illustrated catalog.

ILSCO COPPER TUBE & PRODUCTS, Inc
CINCINNATI, OHIO

WIDE OR NARROW NECK

DE LUXE GLASS COFFEE VAC

HAND DECORATED

THE war is won!... now ... product by product, White Cross Electric Table Appliances are marching back, greater than ever. Now available are the smart, convenient, gas or electric, wide or narrow neck Coffee-Vac models shown above.

These efficient and luxurious coffee-makers come to you in eight cup size only ... with platinum banding...wide-neck models complete with hinged decanter cover and double-purpose top cover with funnel holder of attractive, durable bakelite ... Specially designed features insure tight seal and perfect vacuum. Full-flavor, full-strength every time. Clean, easy, fast filtration ... THESE ARE NOW AVAILABLE!

NOTE: Narrow-neck models are similar to those illustrated above—but less decanter cover.

★ ★ ★

WHITE CROSS *Preview*

As materials and facilities become available, White Cross will offer an all-star production including our best "performers"!

★ THE AUTOMATIC POP-UP TOASTER
★ HIGH SPEED HOT-PLATES
★ 1000-W LIGHT-WEIGHT AUTOMATIC IRON
★ Waffle Irons ★ Sandwich Toasters

... And many brand new products for greater convenience, service and freedom for America's homemakers.

★

White Cross Delivers the Trend of Tomorrow ... Today!

LEADING JOBBERS EVERYWHERE

NATIONAL STAMPING & ELECTRIC WORKS

answer session on "Electronics in Industry."

Women's Division

Miss Mary Webber, lighting specialist of GE Company, presented a most interesting and inspiring presentation on "Home Lighting" at the Women's Division program for homemakers. This program, repeated at the evening dinner meeting for members, was received with enthusiasm by the 116 persons in attendance.

Radio and Appliance Dealer Group

The Radio and Electrical Appliance Dealer group members of the Electric Association attended and participated in a program on television which was presented recently in the Assembly Hall of the Commonwealth Edison Co. The program which was sparked by Eugene M. Ball of the Edison Co. was acclaimed a grand success by all in attendance. The broadcast seen and heard was "Telequizicalls" which is produced every Friday night under the sponsorship of the Commonwealth Edison Co. from Station WBKB.

Upon completion of the demonstration portion of the program, A. B. Rodner, Jr. of the advertising dept. of the Edison Co. gave a short talk on the commercial aspects of the future of television.

PHILADELPHIA—Henry B. Bryans, executive vice-president of the Philadelphia Electric Company, was elected president of the Electrical Association of Philadelphia at a recent meeting of the Board of Governors of that organization. He succeeds Howard L. Miller,

Henry B. Bryans

president of the Utilities Engineering Co. of Philadelphia.

Other officers elected were: vice president, E. W. Loomis, district manager, Westinghouse Electric Corp.; treasurer, Philip H. Ward, Jr., president of the Ward Electric Co.; and secretary, Robert J. Moran, chief of electrical district, Middle Department Rating Association.

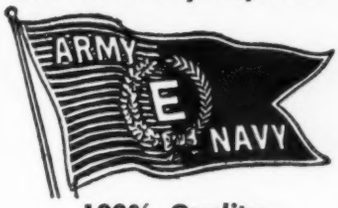
Mr. Bryans has been identified with the public utility industry for his entire business career. Born and educated in Philadelphia, he graduated from the University of Pennsylvania as a mechanical engineer in 1907. He is president of the American Standard Association, a vice-president of the Edison Electric Institute, and a past-president of the Pennsylvania Electric Association.

A Cool Guard

WARE HI-LAG

Keep Motors Humming

STRONG FIBRE BRIDGES
Add Extra Strength—Longer Life and Are Easily Replaced



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Renewable
HI-LAG FUSES

SIGNAL ELECTRIC MFG. CO.

Menominee, Mich.

HEXACON

is helping to do the job at Bendix

HATCHET TYPE IRON . . for hard-to-get-at-work

The intricacies of modern instruments and apparatus stressed the need for a soldering iron of special design to meet unusual requirements. The HEXACON Hatchet type iron was designed for tedious, involved work embodying unusual soldering handicaps and inconveniences, and is now efficiently serving on the famous Bendix production line.

With performance and dependability comparable to all HEXACON quality soldering irons, the Hatchet type has the advantage, too, of "Balanced Heat" design. This exclusive HEXACON feature minimizes element burn-outs and excessive tip wear.

Literature describing the diversified HEXACON line—from 40 to 700 watts, and with tip diameters ranging from ¼" to 1¾"—sent on request.

HEXACON ELECTRIC CO.
146 WEST CLAY AVE., ROSELLE PARK, N. J.

HIGH-QUALITY LONG-LASTING SOLDERING IRONS

HEXACON

NEW ORLEANS—The Electrical Association of New Orleans recently held its Executive Committee meeting at the "International House" with President P. E. Lehde presiding.

President Lehde appointed a "Nominating Committee" to select 1946 officers. This slate is to be presented to the membership for consideration at the next meeting.

Secretary Guidroz then made a report covering his recent attendance at the International Association of Electrical Leagues Conference held in Chicago.

Mr. Guidroz reported that "Better Living, Wiring—Training" was emphasized at this meeting. President V. W. Hartley of the I.A.E.L., spoke on the subject "Making the Most of Our Opportunities." George F. Taubeneck discussed the "Merchandising Picture and Its Possibilities." Robert C. Hill discussed the training program of the Sales Executive groups of the E. E. I. and other groups under the heading "Helping Men to Get Jobs." S. E. Strunk told of the Electrical Maintenance Engineers' important role in the reconversion period. E. S. Northrup outlined the 1946 Home Wiring Activities. H. P. Wilson discussed the New Angles to Home Planners Institute Operations. J. A. Morrison's address was on the Approaches to the Home Wiring Modernization Market. Norwood Craighead gave an interesting speech on Training Salesmen to Sell a Particular Product and W. H. Robinson, Jr. presented, Selling New Developments in Lighting.

MORE FACTS ON PRODUCTS

Appliances—A folder has been issued by the Loudon Manufacturing Co., Minneapolis, Minn. describing and illustrating the company's refrigerated quick cooling, sanitary milk cooler. Also available is a specification sheet which contains information on the company's walk-in cooler combination refrigerator, model HL-68.

Appliances—A revised edition of a "Reference Handbook on Modern Home Laundering of Today's Washables," recently released by the Westinghouse Electric Appliance Division at Mansfield, Ohio, comprises a basic manual on efficient home laundering. This handbook is divided into five sections—washing, drying, ironing, laundry planning, buying of washables.

Appliances—An eight-page booklet entitled "Brownie's Post War Planning Book" has been published by the Brown Steel Tank Co., Minneapolis, Minn. It describes and illustrates the company's space heaters, "full flow" grilles, air conditioner furnaces, and gas furnaces.

with the

Toastswell Toaster

You'll soon be able to sell your customers a time-tested TOASTSWELL—the Fully Automatic, Pop-Up Toaster that makes better, more uniform toast, with the sealed-in flavor!

The toaster with the Silent Clock—the toaster that's unsurpassed in beauty, performance and dependability. And Nationally-Advertised for your easy sales and quick turnovers.

Also TOASTSWELL Sandwich Toaster, Food Warmer, Waffle Baker.

THE TOASTSWELL COMPANY
620 Tower Grove Ave. • St. Louis 10, Mo.

Toastswell
EITHER WAY YOU LOOK AT IT "TOASTS-WELL" OR "TOAST-SWELL"
★ America's Best ★

Controls—Catalog No. 145 contains information on the floatless liquid level and industrial type controls designed and manufactured by the B/W Controller Corp., Birmingham, Mich. Featured in the catalog are illustrations of special controls and panels, enclosures, etc., application diagrams, dimensions, prices and specifications.

Fluorescent Fixtures—The Kahn Mfg. Co., Inc. of Milwaukee, Wisc., formerly the Fluorescent Fixture Co., has issued a number of individual folders, each describing a particular type of "Firefly" model fluorescent fixture. Also included is a price list which includes the model number and list price of each fixture.

Fluorescent Fixtures—Bulletin No. 107 illustrates and describes three popular industrial type fluorescent fixtures and six popular commercial type fluorescent fixtures, manufactured by the Fluorescent "Ezi" Fabricators, St. Louis, Mo.

Fluorescent Fixtures—Catalog No. 285, covering a line of commercial fluorescent luminaries for offices, stores, schools, and public buildings, has been issued by the Mitchell Mfg. Co., Chicago, Ill. The catalog contains detailed description, photographic illustrations and a light calculation table for each model.

Infra-Red—The Infra-Red Ray Devices Co. of Detroit, Michigan has published an interesting folder entitled, "The Magic Lamp of Industry." It describes and illustrates typical installations of the company's infra-red equipment used for heating, baking and dehydrating.

Infra-Red—A twenty-page brochure, published by the Swenson Engineering Service, Detroit, Michigan, contains brief editorials on the infra-red ray, the evolution of the infra-red oven, and infra-red in industry and also includes typical application pictures of ovens installed in various plants throughout the country.

Radio Parts—Catalog No. 968, issued by the E. F. Johnson Co., Waseca, Minn., lists the company's condensers, plugs, jacks, inductors, chokes, terminals, tube sockets, antenna equipment and r. f. insulators.

Training Appliance Salesmen—An interesting booklet, entitled "The Home Appliance Market," published by the Cleveland Heater Co., Cleveland, Ohio, was designed to help the dealer in selecting and training salesmen.

Install an Outlet
WITH EVERY LIGHT SWITCH

This extra convenience costs only a few cents more. Then, if an outlet is needed, there it is—right at a convenient height. It takes up no extra space—Two (or even three) P&S-Despard devices can be installed in the same space required for one old style switch. For replacement work, the same single gang box can be used. If you are not already acquainted with the possibilities of Combination Wiring—the P&S-Despard way—send for a copy of our catalog.

Sold through Electrical Wholesalers.

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PASS & SEYMOUR, INC.
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ALLEN FLUXES AND SODERS

The Answer to your customer sodering problem

L. B. ALLEN CO., Inc.

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NALCO DRI-THERM INFRA-RED LAMPS

for Radiant Drying and Heating

Infra red radiant drying is one of the fastest moving branches of the electrical business today—and Nalco Dritherm Lamps are in great demand because they're dependable and they're advertised nationally—to your customers.
Informational booklet and price lists on request.

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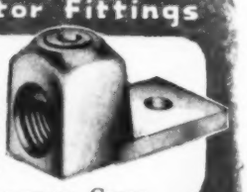
TURN ANYTHING ELECTRICAL ON & OFF REGULARLY

The TORK CLOCK CO., Inc.

MOUNT VERNON, NEW YORK

Conductor Fittings



Lugs, Tees, Service Connectors, Grounding Clamps, Straight and Parallel Connectors, Elbows, Cable Taps, etc., etc.

PENN-UNION ELECTRIC CORP.

ERIE, PA.

PENN-UNION

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EXTRA ADHESIVE
SUPERIOR QUALITY
No 8
3/4 Inch
EXTRA ADHESIVE
SLIPKNOT
FRICTION
TAPE
PLYMOUTH RUBBER COMPANY, INC.
CANTON, MASS

FUSETRONS CAN BE A PROFIT LEADER FOR YOU —JUST TELL FUSE PROSPECTS ABOUT THEM

Fusetrons do everything fuses do. They open on harmful overloads and on short-circuits stop the flow of current quickly and safely, all of which is confirmed by the Underwriters' Laboratories Label . . . and in addition user can

Get many kinds of protection, *heretofore* not available— *by installing* FUSETRONS throughout the entire electrical system

★ ***Entirely wipe out needless blows caused by motor starting currents or other harmless overloads.***

Fusetrons have tremendous time-lag. They hold 500% load more than 10 seconds whereas most sizes of ordinary fuses blow in less than one second. They won't open on starting currents or harmless overloads (heavy overloads for a short time or light overloads for a longer time). Fusetrons won't shut down a circuit needlessly. They open only when something goes wrong.

★ ***Give Thermal Protection to Panelboards and Switches***

The thermal cutout in the Fusetron will open whenever its temperature reaches 280° F. Thus if poor contact heat develops from any cause the Fusetron cuts off the current before damaging temperatures can be reached.

Ordinary fuses can't so protect because the temperature of the link must reach 786° F. before it will melt out.

With Fusetrons you are warned that a minor maintenance job is needed instead of having panel or switch damaged or destroyed by poor contact.

★ ***Prevent Needless Blows caused by Heating in Panels and Switches***

Fuses have 55 to 140% greater electrical resistance at full load than Fusetrons, hence Fusetrons produce less heat than any fuses. They operate cooler and eliminate useless shutdown troubles caused by fuses running too hot.

★ ***Permit use of larger motor or adding more motors on circuit WITHOUT installing larger switch or panel***

The operating load on Fusetrons can be close to their ampere rating because Fusetrons hold starting currents. But ordinary fuses must be installed oversize because they lack sufficient time-lag to hold starting currents.

By replacing oversize fuses with Fusetrons, you can load panels or switches near their capacity. A larger motor or additional motors can be installed without the trouble or expense of changing the panel or switch.

★ ***On new installations, PROPER size switches and panels can be used instead of OVERSIZE***

With ordinary fuses, switches and panels must be oversize because fuses larger than the operating load must be used to hold starting currents.

But Fusetrons hold starting currents, therefore, PROPER size switches and panels to fit the load can be installed saving money and space.

★ ***Protect motors against burnout***

On normal installations, Fusetrons used in a size near ampere rating of motor will protect it against burnout from lack of oil, worn bearings, tight belt or anything that causes a dangerous electrical overload—yet their tremendous time-lag keeps them from blowing on motor-starting current.

★ ***Give DOUBLE burnout protection to large motors.***

Larger motors already equipped with overload protection sometimes burn out due to thermals or relays failing to operate. Replace fuses used for short-circuit protection with Fusetrons of size near motor rating and they will protect motor against burnout from any electrical overload, entirely independent of other overload device.

★ ***Provide simplest way to stop burnouts from single phasing***

When single phasing occurs, increased current flowing through remaining phase will open Fusetrons (if size used is near the rating of the motor) and shut down motor. Never before has such dependable single phasing protection been available.

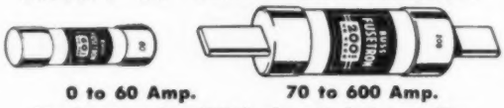
★ ***Make burnout protection of SMALL motors simple and inexpensive***

Small motors have generally been operated without burnout protection because the cost of protecting them has been too great compared to cost of replacing motor. Now for the little cost of installing a Fusetron of proper size, any motor can be given safe, dependable burnout protection.

★ ***Protect Coils, Transformers and Solenoids against burnout***

Install a proper size Fusetron. It won't open on harmless overloads of normal current surges, yet should a dangerous overload occur for any reason it will cut off the current to prevent a burnout.

WHAT IS THE FUSETRON?



0 to 60 Amp. **70 to 600 Amp.**

The Fusetron is a DUAL element device—A Fuse to which is added a Thermal Cutout.

The result is a fuse with tremendous time-lag and much less electrical resistance.

Fusetrons have the same degree of Underwriters' Laboratories' approval for both motor-running and circuit-protection as the most expensive devices made.

Fit standard fuse blocks

Fusetrons are made to same dimensions as ordinary fuses and fit all standard fuse holders.

They are obtainable in all sizes from 1/10 to 600 ampere—in both 250 and 600 volt types.

Also obtainable in plug type and Tamper-resisting type (Fustats) for 125 volt circuits.

Their Cost Is Surprisingly Low

Delay may cost you business

Now is the time to sell Fusetrons while plants are changing over to normal production. Executives are looking for ways to get maximum production and reduce costs.

Talk to the BUSS Fuseman who sees you. Tell him you want complete information about selling Fusetrons. He has a workable plan that will mean new business and profits to you.

Bussmann Mfg. Co., St. Louis Div., McGraw Electric Company

BUSS FUSETRONS